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PSYCHING THE ADS

THE CASE BOOK OF ADVERTISING

THE METHODS AND RESULTS OF 180 ADVERTISEMENTS

BY CARROLL RHEINSTROM

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MCMXXIX
NEW YORK : COVICI · FRIEDE : PUBLISHERS

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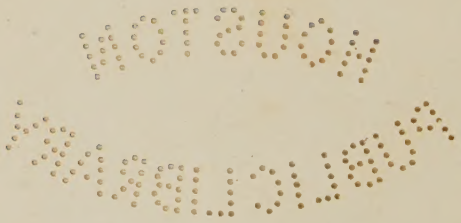

TYPOGRAPHY BY S. A. JACOBS
PRINTED IN THE UNITED STATES OF AMERICA
BY STRATFORD PRESS, NEW YORK

DEDICATION

TO a generation of advertising readers, buyers and sellers, whose imaginations are not bounded by typographical harmony on the North, nor by "modern" layouts on the East, neither by plenty of white space on the South, nor by clever figures of speech on the West —whose conception of advertising, on the contrary, is bounded only by the limitless limitations of a selling force, *whose standards of value are rooted in* results, *and whose creative effort is based upon unending research into* cause and effect.

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INTRODUCTION

THE *Ladies' Home Journal* of February, 1908, published 8 full pages of advertising. The issue of February, 1928, contained 100 full pages!

That is why this book was written.

There was no advertising "problem" twenty years ago. To be in print was to be in the public eye—and on the public lips when cash passed over the counter.

But while eight salesmen may divide the consumer's attention—or dollar—with little quarreling, a hundred battling barkers must result in tremendous carnage!

This book is an attempt to study current advertisements which have been victorious in competition and advertisements which have fallen; to disseminate the known conditions surrounding each, and to stimulate the reader's research into their factors of success.

Unlike most advertising texts, it has no theories to offer, no rules to declaim.

It holds, merely, that advertising is intrinsically an *active* force; that each advertisement is created for the purpose of producing definite results.

It holds, further, that the results achieved are the one true measure of advertising effectiveness.

It holds, finally, that only a study of actual advertisements, together with an index of their actual results and a statement of the conditions surounding their publication, can reveal the common denominators of successful copy.

The concrete cases herein are offered purely on their own merits, whatever they may be, for the reader to study and deduce from, upon his own initiative.

The immediate value of this volume to students out of school or in, may be summarized by its four uses:

First, as a textbook of practical advertising procedure. Here are

examples of the planning and writing of actual advertising. No sounder course of training is available than that from the study of object lessons.

Second, as a sourcebook of ideas. Here are definite advertisements, the reasons for their construction outlined, and the measure of their achievement indicated in actual figures. An intensive study of each case may suggest one or more factors of advertising success. Such suspected factors might be experimented with in the student's immediate advertising problems. Buried away in many a case here may be the spark that lights the flame of a host of individual copy successes. A number of such experiments might eventually be the means of the student's discovering newer and sounder standards of advertising practice.

Third, as a yardstick of definite situations and results. Here is a gauge to aid in passing proper judgment on new experiments; here are signals that may say "stop" or "go" to many an expensive advertising plan.

Finally, as a missionary of a new advertising understanding. No one can partake of this solid fare and continue to think of advertising primarily in terms of passive art or literature. A first glance at many of the examples quoted in the following pages suggests that personal opinions may be astoundingly inaccurate, that the terrific cost of modern advertising can be justified only by constant research into method and result.

One can hear voices murmur: "All this is presumptuously scientific. Advertising can never become a science. There are too many intangibles."

Yes, advertising deals with many intangibles. But so did medicine, before science superseded superstition. . . .

There are countless conditions in advertising which we have not yet been able to identify—vast factual realms of whose existence we are, as yet, entirely unconscious; yet would a similar indictment—entirely appropriate—make astronomy any less a science?

"Science," records the Standard Dictionary, is "knowledge gained and verified by exact observation and correct thinking . . . expertness or ability to do, resulting from knowledge."

By treating advertising as a science, we are not assuming an unwarranted condition of control; we are simply adopting a state of mind. We are recognizing that the attempt to influence human behavior for purposes of trade presupposes the knowledge and correct employment of definitely existing factors, factors both economic and psychological. As in medicine or astronomy, the degree of scientific achievement depends entirely upon the number of those factors which are known.

It is gratifying to note that the scientific attitude has already gained rapid headway among practitioners of advertising. When *Keyed Copy*, a monthly magazine of case studies, was announced by the author in 1925, nearly five hundred executives wrote for subscriptions. In little over a year, two thousand had asked to join the circulation list; sixty advertising clubs had requested group subscriptions; eighteen universities had adopted *Keyed Copy* as a classroom text.

It was an inevitable step that this tentative attempt to isolate the facts and figures of advertising should find its eventual expression in a permanent volume of advertising case studies. The most outstanding examples from *Keyed Copy* have been selected as a nucleus for this book. To them have been added a large number of new studies taken from recent advertising practice.

In the pages that follow, will be found 126 concrete advertising cases and 167 specific advertisements.

They treat of 57 different types of merchandise or services.

They illustrate the methods of 80 different advertising agencies, measured by some 1,472,875 directly traceable returns.

In experimenting with this copy, more than $1,000,000 was expended for media white space alone.

Compared to the considerable amount of copy research conducted privately during recent years, these figures might not appear gigantic. It must be remembered, however, that this is but the beginning of what the author hopes some day will be a *library* of advertising case books.

It should be remembered, further, that the number of experimenting organizations represented in this first volume lends a cosmopolitan flavor worthy of the most experienced individual practi-

tioner's interest; no personal prejudices, cherished formulae, nor characteristic styles have unfairly colored these pages.

In this connection, the author takes this occasion to disclaim any personal bias toward one advertisement over any other, or toward the advertisements in this book over advertisements not in this book. The cases reproduced here were selected because they offered *definite facts and figures* and were available for general study. *Other advertisements not reproduced might have, in truth, been equally important or more so; they were excluded because they offered no facts and figures for study, or because the facts at hand were not available for publication at this time.*

A few notes, here, on the arrangement of the material, might facilitate its study.

All cases have been segregated into groups characteristic of product classification. This will simplify inspection of subjects related to the reader's problem of the moment. At the same time, emphasis is laid upon the truth that comparative studies should not be confined to any one product group. The factors of sales persuasion are dependent primarily upon the consumer rather than upon the product. Appeals successful in a drug advertisement might reasonably have universal application; might well suggest ideas for a food series or an automobile campaign. A uniform method of case presentation, for this reason, has been followed:

A reproduction of the advertisement or samples of the campaign will be found the starting point for each account. With each reproduction appears a narrative statement of the purpose, the circumstances, and the results; a brief copy analysis and a summary of the facts and figures involved.

The narrative method of explanation has been chosen as affording a graphic presentation of the circumstances realized by the experimenter in each case—stating, not necessarily *all* the conditions faced, but all the conditions of which the experimenter was aware. In this attempt to study the factors of advertising success, it must always be kept in mind that *all* of the factors actually involved have hardly begun to be identified. Only a study and grasp of the factors already

at hand can permit of further discovery in this vast, unexplored country.

As an aid to the isolation of these factors, a tentative analytical summary follows each narrative. The analysis plan used has been devised as offering the most commonly applicable basis of factual separation. It presupposes five sets of circumstances which must be investigated by the student; five classifications under one of which all laboratory data must, of necessity, fall. These five divisions are:

1. *Economics*: The general market situation—human and commercial—which the advertiser faces.

2. *Merchandising*: The particular utility of the product or service which most efficiently satisfies the "economic" situation.

3. *Psychology*: The consumer interpretation of the "merchandising" point.

4. *Rhetoric*: The verbal expression of the "psychological" and "merchandising" substance.

5. *Art*: The visual expression of the "psychological" and "merchandising" substance.

As an additional aid to study, the quick reference statistical summary placed at the conclusion of each account may be found convenient.

In publishing this material for the first time in permanent form, the author wishes to make acknowledgment to the Macfadden Publications, Inc., whose generous coöperation in the interests of advertising science first made *Keyed Copy*, and therefore much of this volume, possible; to *Advertising & Selling* magazine, which has permitted the inclusion of several cases previously published in its pages; and to the associates to whom credit is due for the investigation and preparation of many of these accounts. The author also wishes to thank the advertisers, advertising agencies, and individuals of both, whose foresight induced them to investigate into the fearful unknown of advertising facts and whose contributions of experience have furnished the material for this first advertising Case Book. Their names appear with the cases they have furnished.

It is hoped that the reader will turn to these pages with the same open mind that guided their preparation . . . that he will ac-

cept these accounts as unbiased statistical data, suggesting, but not embracing observation, correlation, and conclusion. This first *Case Book of Advertising* has but scratched a granite surface; perhaps the faint shadows cast will stimulate the inquiring mind to penetrate still farther upon its own initiative.

CARROLL RHEINSTROM.

New York City, February 1, 1929.

PSYCHING THE ADS

Please do not write in this book or turn down the pages

CASE 1 A

Pictures Without Copy Pull 25,000 Baking Powder Inquiries

The Art Director Gives a Lesson to the Wordsmith on the "Art" of Winning Direct Returns

BETWEEN easel and Underwood the lightning leaped.

Bristol board versus bond sheet.

Wash versus words.

Quarter tone versus Caslon 471.

"Advertising is *impression*," declaimed the Art Director. "One picture is worth a thousand words in the creation of that impression. Let *me* fill your white space and your advertisement will be successful."

"Advertising must do more than impress," contradicted the Copywriter. "Advertising must *sell*, inspire to buying *action*. The reader's intelligence must be appealed to. Many words must be used to reason with him. Unless *I* fill the white space, the cause is lost!"

The Royal Baking Powder Company heard both opinions.

Recognized both arguments as *opinions*.

Tested both ideas in two separate pieces of keyed copy.

The first was an "Art Director's" ad.

On a solid black background were reproduced 4-color paintings of 15 kinds of dishes . . . and a large 4-color reproduction of their common ingredient, the package of Royal Baking Powder.

The whole story was explained in a handlettered headline and subhead: "Royal Baking Powder Makes Them All—and many other foods equally delicious."

The effectiveness of this type of advertisement was made checkable by a line at the bottom, handlettered as large as the head at the top: "Send for New Royal Cook Book—It's Free". . . followed by the company's address.

The second, the "Copywriter's" advertisement, satisfied the ideals of many a Dunhilled, horn-rimmed wordsmith on Park Avenue.

A specific, rational headline pronounced: "82 percent of these

IN THIS ADVERTISEMENT THE ART DIRECTOR HELD FULL SWAY

Hospital Dieticians say: 'Cream of Tartar Baking Powder is the Most Healthful.'"

Followed a pageful of specific, rational words on the merits of "cream of tartar" (Royal, of course) baking powder.

The argument swept logically down to a paragraph giving full and attractive details about the wonderful Royal cook book offer.

Then, equally as large in dimensions as any one of the *three* Royal dishes pictured, was a coupon all ready to be clipped, signed, and mailed to the Royal checking department.

Tongues! cease your wagging!

Guesses! hide your heads!

WHILE THIS REFLECTS THE COPYWRITER'S PARADISE

Opinions! melt into your own insignificance!

This is a moment for silent contemplation.

Here is the answer . . . *in facts and figures*!

The "Art Director's" advertisement—just pictures, few words, won direct response from 1.66 percent of its readers; 25,000 cook book requests from 1,500,000 circulation.

The "Copywriter's" advertisement—mostly words, few pictures—won direct response from 1.40 percent of its readers; 62,000 cook book requests from 4,400,000 circulation.

In this golden glow of silence, it might be additionally interesting to consider that the test medium used by the first ad, had been mak-

ing the Royal cook book offer during 3 preceding years . . . while the test media of the second ad had been offering the book for 5 preceding years. Hundreds of thousands of copies had been requested during this preceding period of time!

* * *

ECONOMICS: Women always interested in more successful cooking.

MERCHANDISING: Royal's "cream of tartar" powder makes better dishes.

PSYCHOLOGY: Be an expert cook.

RHETORIC: No. 1: Headline associating "Royal" with wide range of dishes. Displayed cook book offer. No captions under illustrations.

No. 2: Headline and large amount of copy explaining reasons for Royal's superiority as a baking powder. Caption under each illustration.

ART: No. 1: Poster type layout. Bold, red, handlettered headline and cook book offer. Fifteen 4-color paintings of attractive dishes, on black background. Large reproduction of package.

No. 2: Editorial type layout. More delicately handlettered, better displayed headline. 4-color painting of hospital dietician. Three 4-color paintings of attractive dishes. Small color reproduction of package. Colored coupon.

FACTS AND FIGURES

Product: Baking Powder

Space: Three 4-color Inserts

Circulation: No. 1: 1,500,000; No. 2: 2,300,000 and 2,100,000

Inquiries: No. 1: 25,000; No. 2: 31,000 and 31,000

CASE 2 A

One Column Coffee Ad Distributes 2,060 Samples

In Some Instances, at Any Rate, the Copy Slogan "They Don't Want To Read It" Is Outworn

HE watched the cigarette between his fingers. . . . With every throb of his heart the white paper quivered. . . . Beat . . . beat . . . beat. . . .

"Jane," he observed to his wife across the table, "I've got to give up smoking. Look at my fingers trembling."

"Smoking," she exclaimed, "smoking, did you say? Why you don't smoke enough to know the difference between a Camel and a corn cob! I know what's the matter with you. It's that infernal coffee you drink morning, noon and night. Why, if . . . "

"Oh rats!" the master of his household retorted with some irritation. "This business about coffee being bad is a lot of propaganda. . . ."

"Is that so?" cut in the mistress of his household. "Did you read that article about coffee in the magazine last month? . . . You should have heard what the doctor told Mrs. Smith about drinking coffee. 'Mrs. Smith,' he said. . . . "

In what American home has not this skirmish raged!

Most every one likes coffee. (They call it the American drink.) No one likes to believe that it is unhealthful.

The coffee substitute manufacturers, on the other hand, persistently assail masters and mistresses with visions of horror and disgrace accruing to the coffee addict.

It's ghastly. What is it all about?

In analyzing the advertising problem of Kaffee Hag, the advertising agency sensed this national unrest, this universal misunderstanding.

Let us meet this emotional turmoil with rational order, they reasoned. Let us call a halt to charge and counter charge. Let us state the case for and against coffee, clearly, simple, sincerely.

Kaffee Hag is real coffee. With the caffeine taken out. It has all the

It's the Poison

in coffee that harms

Caffeine, you know, is the drug that harms, when coffee does harm people. That's why children can't drink coffee. Why doctors so often forbid it. Why thousands must stint on it, and thousands drink substitutes. And why many must omit it at night.

Yet caffeine is almost tasteless. It adds to coffee no delight. Even its stimulation does not come until two hours after drinking. So all the flavor and aroma, all the quick bracing effects, remain the same without it.

Kaffee Hag is pure coffee with the caffeine taken out. It is a supercoffee, an exquisite blend. It is coffee at its best.

Its removal takes out all coffee harm, but leaves every coffee joy.

Millions of homes now serve Kaffee Hag. So do fine hotels the world over. It means a coffee which all can drink—all they want and at any hour.

Not a makeshift, not a substitute, but the finest coffee you can serve. When this blend is served with and without caffeine, expert tasters cannot tell the difference.

KAFFEE HAG

Pure Coffee without Caffeine

Someone in your family wants this harmless coffee. Send this coupon for a sample package and learn what it means to all.

Mail this coupon to

KAFFEE HAG CORPORATION
1499 Davenport Ave., Cleveland, Ohio

And a 10-cup package will come free.

PEOPLE WILL LISTEN TO REASON—IF THEY WANT TO

old time taste to satisfy the coffee drinker. Without the danger.

That was the Kaffee Hag story. The advertisements flaunted no gruesome skull and crossbones at their mastheads. Nor did they drip with the sentimentality of grinning flappers on Prohibition coffee jags.

To coffee drinkers—past, present, and prospective; that includes us all—the copy said, in effect: "Now, let's sit down and discuss this coffee situation sensibly. Coffee is a delightful drink. And it has a drug called caffeine. Without that drug, coffee could be fed to infants. And because the drug is practically tasteless, they'd never guess the hoax. As for the kick, it's actually due to the heat of the drink. Without caffeine, coffee would be ideal. It is. It is called Kaffee Hag. Won't you try it?"

After listening to such common sense statements as these in a column ad, entitled "It's the Poison," 2,060 men and women did try it! Which, notes the Kaffee Hag Corporation, was a "record."

* * *

ECONOMICS: Coffee generally liked. Its sales hurt by fear of caffeine.

MERCHANDISING: Coffee without caffeine.

PSYCHOLOGY: Safe coffee at last.

RHETORIC: Expository, rational. Note simple diction, brief sentences.

ART: Simple presentation of package, logotype, coupon and column of 10 point.

FACTS AND FIGURES

Product: Coffee
Price: Free Sample
Space: 1 Column
Medium: Physical Culture
Circulation: 300,000
Cost: $270
Inquiries: 2,060
Author: Kling-Gibson Co.

CASE 3 A

Narrative Canned Milk Page Brings 19,200 Inquiries

"Contented Cows" Poster Antiquated by Tastes of New Advertisement Readers

THE Carnation Milk Company, among the most venerable advertisers, has found a new copy idea that is bringing it the greatest returns in its advertising history.

The first advertisement in the new series, entitled "On Trial," inspired 19,200 recipe book requests from 2,000,000 circulation at the lowest advertising cost in the annals of the company.

For many years, Carnation had adhered to the orthodox "poster" style, popular with manufacturers of staple products apparently arid of literary possibilities. Recently, arose a question: How many housewives among the masses that constitute our potential market are reading our advertising; are understanding it; are being convinced by it? The great market for canned milk is among women of the financially modest—and, correlatively, mentally modest—groups; can such groups appreciate, be moved by our conservative copy?

Like many another ad scholar the Carnation executives sought their answer in the editorial methods of the magazines and newspapers appealing successfully to these lower strata. Here they found no intellectual expositions, no artistic efforts. Instead, sensational dramatization of the human equation in each and every situation. A narrative expression of every thesis. Commonplace characters in every plot. A painfully simple arrangement of few-syllabled words into few-worded sentences. An art of illustration rather than of decoration.

They noted, further, that many mail order companies, advertising merchandise to the same wage earner type of mind, had adapted this editorial technique to their copy—copy that was producing enviable results.

Why should not this same procedure be economically applicable to the advertising of a product sold over the counter? Thus the first ad was conceived.

The human equation in the use of Carnation Milk was sensational-

On TRIAL! ~

Luckily, This Young Bride Passed Her "In-Law Test" — but It Wasn't All Luck!

"but really, my dear, aren't you rather extravagant?"

WHEN I married Bob, my own mother warned me. 'Remember, Martha, *all* daughters-in-law are guilty till they prove themselves innocent.' You're on trial.'

"On trial! Doesn't that give you a weird, quaky feeling? Really, I could have faced some hard-boiled old judge with more confidence than I had when Bob's mother came to dinner the very first time.

"The worst of it was, I had just about 'steen minutes' notice. Of course, it wasn't Mother Allen's fault. She protested and protested, but Bob had insisted just like a man! So I was in for it—and I'd never won any cooking medals, either.

"IT seemed *years*, but finally we sat down to dinner, and I could just *feel* Mother Allen preparing to be critical. Not meaning to be, of course—mothers-in-law simply can't *help* it, I suppose.

"Well, luck was with me. The cream of tomato soup hadn't curdled; the chops weren't burnt to a cinder; and the creamed potatoes and carrots weren't scorched even the tiniest bit. And there was a cake I'd baked the day before that I *knew* was all right—it really was 'delish,' if I do say it.

"I was beginning to breathe again, and Bob was exuding husbandly pride from every pore—when the blow fell! 'Martha,' said Mother Allen, 'I don't know when I've tasted a nicer dinner, but really, my dear, aren't you rather extravagant? Your cream and butter bills must be simply frightful. You know, with Bob's salary . . .'

"I COULDN'T help laughing. I hadn't bought a *drop* of cream for weeks, and the last pound of butter from the delicatessen had lasted *ages*. 'Cream and butter!' I exclaimed. 'Mother Allen, you come right out in the kitchen and I'll *show* you how extravagant I am.'

© 1928, C. M. P. Co.

"On the kitchen table were two empty Carnation Milk cans. 'There's my cream and butter supply,' I exulted, 'and here is Mary Blake's cook book, which deserves most of the credit for the dinner you have been praising.'

"Mother Allen slipped an arm around my waist. 'Daughter, you win.' That was all she said. I gave her a hug—she *is* a dear when you get to know her—and then I turned around and there was Bob in the doorway taking in the whole tableau."

* * *

If you are called upon to pass the "in-law" test, or any other test of your ability as a cook, don't forget that Carnation Milk will help you.

Carnation *does* produce finer cooking results. It makes cream soups and sauces smoother and creamier. It gives all baked things a finer, more delicate texture. It makes the best cocoa, ice cream, and candy. And it's so pure, dependable, and economical.

Carnation is *twice as rich* as rich whole milk. Every single drop is *double-creamy*. So it takes the place of cream in all sorts of recipes and actually reduces the amount of butter required. Be sure, use it in coffee and on cereals—it's delicious, *and you cut your cream bill right in half*.

You *must* try this wonderful milk. Ask your grocer for it this very day. And sit down now and write for a booklet that you will surely prize, "My Hundred Favorite Recipes," by Mary Blake. It's free of course, and the coupon will bring it to you post haste.

Carnation Milk Products Company

335 Carnation Bldg., Oconomowoc, Wis.

435 Stuart Bldg., Seattle; New York; Alymer, Ont.

FREE—*This Valuable Cook Book*

Carnation Milk Products Company,
335 Carnation Bldg., Oconomowoc, Wis.

Please send me my copy of your 96-page book, Mary Blake's Recipes, "My Hundred Favorite Recipes."

Name .....

Address .....

Even if you already have a copy, you will want this new book.

AGAIN EDITORS SHOW COPYMEN THE ROYAL ROAD TO READING!

ly dramatized. And expressed in the palatable narrative form. Here was the account of a young housewife facing the ordeal of serving Mother-in-Law her first dinner! Mother-in-Law was impressed by the deliciousness of the meal; promptly rebuked Daughter for her extravagance. Daughter, then, with a flourish, produced the Carnation can, elucidated on its economy.

Simply, indeed, was the story told, in short words and shorter sentences. Pictured at the top was a *photographic* illustration of the happy domestic scene made possible by Carnation.

No display marked the recipe book offer at the conclusion of the advertisement, so the 19,200 requests received indicate that the ad received full reading, understanding, and belief.

Based upon this first ad, now, is a dramatized, narrative series that is expected to multiply consumer demand for Carnation Milk among the masses that constitute the bulk of the population and the heart of the potential Carnation market.

* * *

ECONOMICS: Most women forced to abstain from preparing many delicious, healthful dishes because of expense and inconvenience of cream. Many canned milk packers advertising economy, convenience, and deliciousness of canned milk.

MERCHANDISING: Canned milk as delicious and healthful as cream; more economical, more convenient.

PSYCHOLOGY: Be a surprisingly good cook.

RHETORIC: Narrative; built on short story principles of plot structure. Short sentences. Simple, homely diction.

ART: Editorial style layout. Photographic illustration showing worker type home and characters. Small cut of trade mark set in coupon for space economy. No logotype.

FACTS AND FIGURES

Product: Canned milk
Space: One Page
Medium: True Story
Circulation: 2,000,000
Cost: $4,000
Inquiries: 19,200
Author: Erwin Wasey & Co.

CASE 4 A

New Salt Story Straddles 10 Years in 9 Months

Ads Average Nearly 10,000 *Inquiries a Month from Limited Magazine List*

ALEXANDER wept. Immediately did the brave camp tremble. Nervous armor rattled. Fat war elephants trumpeted.

Alas, the master of thunder and Thais could find no more worlds to conquer. And as he discovered his tragedy the ground of conquered empire crumbled beneath his feet.

Possibly more claim than Alexander, had our modern hero to a similar saline-eyed eruption!

In 10 years the Morton Salt Company had accomplished a complete commercial conquest. In 10 years Morton's salt completely dominated the packaged salt market. All other packaged salts acknowledged Morton as their master.

But the Morton Company decided not to risk this empire crumbling under their feet.

They knew that a vast uncharted continent of old fashioned bag salt users still existed. How to specifically locate it . . . how to conquer it with the package salt idea . . . those were the modern crusader's questions.

So the company sent their emissaries far and wide to find new promised lands, flowing with milk and honey—but no packaged salt.

And one of the emissaries returned. His face shone with the holy light of a true discoverer. To the generals of the Morton Salt Company did he make his report in detail.

"Gentlemen, United States government health statistics show that one American out of every three, under twenty-one years of age, suffers from goitre!

"Right here in our own country are untold thousands waiting to be protected from this national affliction, by the use of salt containing slightly more than the normal proportion of iodine.

"Why cannot Morton prepare an *iodized* salt?

"Would this not be an irresistible weapon with which to raise the

Now—a new table salt that *prevents*
Goiter
WHEN IT RAINS IT POURS
Save Children!
Nature's Iodine restored
—yet tastes no different
GOITER, which threatens almost every other child, can now be prevented by this new salt.
And if not too far advanced, it can be checked —often relieved.
So high medical authorities asked us to prepare a salt that would contain the proper amount of iodine Nature intended to be in all salt.
We did. We call it Morton's Iodized Salt.
Eaten daily as a food it supplies the thyroid gland with the proper amount of iodine. Goiter cannot develop.
Iodized salt looks, tastes and costs the same as the famous Morton's Salt you have always used.
Yet it is saving the health of thousands. Everywhere doctors recommend it as a harmless preventive and curative food.
Watch your children carefully for signs of goiter—nervousness, depression, sluggishness. Then salt their food this new way.
And inform yourself more fully on this important matter. Clip the coupon and mail today.
MORTON SALT COMPANY
CHICAGO
NEVER CAKES OR HARDENS
MORTON'S
IODIZED
SALT
IT POURS
NEVER CAKES OR HARDENS
MORTON'S
FREE RUNNING
SALT
IT POURS

TYPICAL OF THE SERIES, THIS ADVERTISEMENT DREW 11,000 INQUIRIES FROM ITS LIST OF 5 MAGAZINES

packaged salt colors over homes where only the savage salt bag ranged before?"

The plan looked feasible. So the forces were gathered. A fund of $100,000 was established for the projected nine months campaign.

The weapons were simple—but sharp. They merely told the story—that iodized salt (packaged) would protect against dread goitre.

When noses were counted after the smoke cleared, it was found

that a whole new world had been conquered—that iodized (packaged) salt sales within nine months *equaled* the decade-established regular packaged salt sales—that nearly 80,000 requests for package salt booklets had been received!

* * *

ECONOMICS: Although Morton's package salt dominated the package field, the package field had hardly dominated the bag salt market. Goitre is a common American disease remedied by iodized salt. No iodized salt available in bag type—only in package type (made by Morton).

MERCHANDISING: Package salt (iodized) to remedy goitre.

PSYCHOLOGY: Personal and children's health (deductive presentation). Note strong scare spirit.

RHETORIC: Expository; feminine.

ART: Occult balance for sensationalism; economical use of white space.

FACTS AND FIGURES

Product: Package Salt (iodized)
Space: 1-4 to 1 Page
Media: Good Housekeeping, Woman's Home Companion, Butterick Publications, Sunset, Forcast
Cost: $100,000
Inquiries: 80,000
Author: Collins-Kirk, Inc.

CASE 5 A

Walnut Recipes Attract 2,135 Dollar Bills

One May Wander Far Afield Advertisingly; While Not Budging, Merchandisingly

"VARIUM *et mutabile semper femina*" wrote Virgil when Mary was young.

More than once in history, have our Beatrices, our Du Barrys, our Elizabeths, recalled to us that epigrammatic ponderosity.

Even to-day, some 1929 years after, our modern advertising man delights to weep over "woman's inconstancy."

"Advertising to a woman is a guessing game," he moans. "To-day she'll madly rush my product; to-morrow, cut it dead."

But far be it from a youthfully courageous advertiser like the California Walnut Growers Association to be so intimidated.

One thing the Growers' advertising counsel quickly decided: Poiret and the polls may compete on Election Day; Wifey may earn more than any two Hubbies; Father may await his turn while Daughter's served at barber and tobacco shop . . . BUT

Woman's heart—if not her place—is always in her home!

Therefore Diamond Walnut advertising was directed to what the counsel considered "woman's *constant* integer."

Instead of blindly talking about walnuts for walnuts' sake, the copy portrayed the joys of the discriminating housewife; the satisfaction of her family; specifically, the many delicious culinary concoctions made possible by fresh, white, meaty Diamond Walnuts.

Color pages illustrated tempting dishes. Alluring copy made the mouth water and the head buzz with excited anticipation.

Was the hunch correct?

An advertisement was written offering a recipe book for one dollar. Fire and water to prove the presence of our old fashioned housewives!

From a newspaper circulation of 350,000, more than 2,135 dollar bills were received!

What a demonstration of the place that Diamond Walnuts had

Attractive flexible fabrikoid leather cover embossed in gold, size 6 x 8.

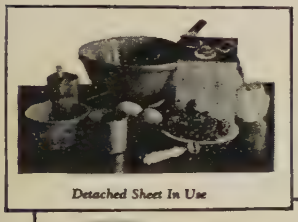
Note These Handy Features—

A Bargain comes to women who mail coupon below. See what it is.

We Offer You, Madam,

A New Idea In Receipt Books

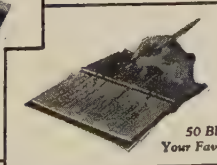
—at Actual Cost



Detached Sheet In Use

Index Tabs For Convenience
(Cakes, Desserts, Salads, Bread, Etc.)

46 Receipts FREE—
28 Illustrated In Color



50 Blanks For Your Favorite Receipts

AN innovation in receipt books—including features of convenience never before adapted to this type of book!

Beautiful in appearance—worthy, indeed, of a position on the library table, if that were its proper place. Embossed in gold, its Fabrikoid leather cover is durable, flexible, neat, and can be easily cleaned.

Made like a loose-leaf binder, so when it's open it stays open—*lies flat.* No need to soil or stain by placing weights on pages to hold them down while it is in use.

Or if preferred, simply remove the page in use and place where convenient to read. More room, then, for you to work with ingredients.

Find in a jiffy the receipt you want to make! Fourteen Index Cards, with extending tabs, make it easy for you to turn immediately to what you want. No need to go through the entire book searching for it. Fourteen Index Cards for Bread, Cake, Candies, Desserts, Drinks, Fish, Ices, Meats, Poultry, Preserves, Salads, Soups, Vegetables, etc.

Then, we have left 50 blank pages for you to use in selecting your favorite receipts from every source to copy or paste in this attractive, compact, handy, easy-to-use book.

We Supply Some FREE, Too

With this book, on its regulation loose-leaf pages, we give 46 delicious receipts—FREE. Twenty-eight of them are beautifully illustrated in full color—a challenge to your art to make yours look as good!

All these receipts include Walnuts, for we who offer you this book are the members of the California Walnut Growers Association.

We grow and market the best Walnuts grown in the world—we call them "Diamonds." They are the pride of California—and our pride, too, for we are 4186 Walnut specialists who have banded together in a great cooperative association to grow only the best in a country where climatic conditions are unequalled anywhere else in the world for the purpose.

We make so many and such careful tests of these Walnuts that over 5,000,000 pounds are discarded each year because they are not up to Diamond Standard. (Insist that the next Walnuts you buy be taken from the bag stamped with a Diamond.)

Why This Book Is So Cheap A Bargain!—*and why we publish it*

Our business is the growing, packing, shipping, and selling of Diamond Walnuts. We are not in the publishing business. But so many women who have written to us for Walnut receipts have expressed a desire to own a handy, complete book of this kind that we undertook to supply it—as a service to the buyers of our product. There is no advertising of any kind in this book, or on the cover.

And because we are not concerned with making a profit in publishing this book, we sell it to you for what it costs us—$1.00 delivered at your door! This is a ridiculous retail price for a book of this kind. Such a book would cost at least $2.50 in any retail book store—without the beautiful illustrations and delicious receipts we give free with it. A real bargain!

This is the first time we have advertised this receipt book in a big way and because of this we are sure we cannot fill all the orders we will get. We urge, therefore, that you clip the coupon here immediately and mail it to us with your money-order (which we prefer), check, stamps, or currency for $1.00. Do not delay. Act at once to be sure of yours.

California Walnut Growers Association
Dept. B-16, Los Angeles, California
A Purely Cooperative, Non-profit Organization of 4,186 Growers
Our Yearly Production 50,000,000 Pounds

California Walnut Growers Association,
Dept. B-16, 1745 E. 7th St., Los Angeles, Calif.

Gentlemen:

Enclosed you will find $1.00 to cover cost, including postage, of your book "Favorite Receipts."

☐ Stamps ☐ Check
☐ Money Order ☐ Currency

If not satisfied it is understood I may return the book and get my money back. Please mail it to:

NAME.....

ADDRESS.....

CITY..... STATE.....

DOLLAR BILLS TO THE TUNE OF 2,135 ARRIVED FROM A MORNING NEWSPAPER CIRCULATION OF 350,000

won for themselves in the home! What an interesting comparison to the usual anaemic "free recipe book" offers!

* * *

ECONOMICS: Women interested in the household arts. Diamond Walnuts make possible many delicious dishes.

MERCHANDISING: Walnuts improve meals.

PSYCHOLOGY: Culinary bargain (deductive presentation).

RHETORIC: Descriptive, simple, courteous, restrained.

ART: Occult balance in layout; economical with white space.

FACTS AND FIGURES

Product: Diamond Walnuts
Space: 828 Lines
Medium: Los Angeles Times
Circulation: 350,000
Sales: 2,135
Author: Henry G. Little, Lord & Thomas

CASE 6 A

5 Year Campaign Doubles Duck Sales

The Simple Art of Suggestion Is Not Yet Out of Date

IN the year of our Lord, one thousand eight hundred and seventy-two, a fleet Yankee clipper ship swooped into Boston harbor and folded her wings in the tidewaters of the Charles. Home from the yellow coasts of China, she proceeded to unload the choice prize of her cargo—a pair of slant-eyed, shuffling, Oriental ducks!

Inter-bred with their less sophisticated cousins, the ordinary Long Island white ducks, these fowl were destined to become the founders of a famous dish. Year after year, has the succulent flavor of Long Island White Pekin ducks become increasingly well known among gourmets. The early days of the twentieth century found these descendants of immigrants already receiving honors at the most patrician tables in the land.

To stabilize the market, the Long Island duck farmers recently organized their own distributing agency, known as the Farmer's Commission House. And to safeguard the ever-increasing capital invested in the farms, a further producer's amalgamation was consummated.

The Long Island Duck Grower's Co-operative Association, Inc., was formed in the summer of 1921 to increase production efficiency and general duck sales.

Like most producers' associations, however, the aim of "coöperation," was somewhat optimistic. Not more than 52 percent of the farmers thought it necessary to learn more about production methods. As for the idea of increasing general duck sales through advertising, that was a Utopian improbability hardly even considered.

As it happened, however, the association's secretary was not only a believer in advertising as a selling force, but an advertising practitioner of considerable skill.

"Ducks are a delicious diet," he reasoned, "but the average housewife hardly considers it a staple food. The market sadly needs plain duck *publicity*."

He planned an initial advertising campaign---ever so modest in

financial outlay. Using nothing but 50 to 100-line newspaper space, the insertions told of Long Island Ducks' gastronomic delights.

Again and again, year in and year out, did the advertisements say "Long Island Duck—a delicious addition to the menu. *Look for the label of the genuine.*" Simple, brief, unpretentious. But sound, merchandisingly—and consistent.

Within 5 years' sales have jumped from 1,500,000 to 3,000,000 ducks yearly!

The growers' price has risen from 28 to 38 cents a pound average.

The advertising appropriation, approximately $17,000 the first year, is today passing the $70,000 mark—resulting in a return to duck growers of close to $4,500,000 a year.

Today, 92 percent of the Long Island duck farmers have voluntarily become members of the association!

* * *

ECONOMICS: Duck a delicious food, but not considered staple by housewives.

MERCHANDISING: Another delight for the palate.

PSYCHOLOGY: Make a hit as a housewife.

RHETORIC: Brief, tempting diction, expository construction.

ART: Poster type layout.

FACTS AND FIGURES

Product: Ducks
Price: 38 Cents a Pound
Space: 50-100 Lines
Media: All Local Newspapers
Cost: $17,000-$70,000 Annually (during 5 years)
Sales: 1,500,000 to 3,000,000 Ducks Annually
Author: B. Ahrens

ENJOY A LONG ISLAND DUCK DIN-NER A WEEK
FCH
LONG ISLAND DUCKS
WHENEVER Long Island Duck graces the dinner table, a new zest is added to the meal—appetites seem sharper—for here is a meal that is "differently" good *Genuine* Long Island Duck is of the finest quality in the world. It is tender and meaty and easily prepared in a variety of delicious dishes. Sold by good butchers and food shops. Served at all good hotels and restaurants.
Housewives Note!
Inside on this tag attached to each duck, Write for free recipe book to Farmers' Cooperative House, 401A West 14th Street, New York City.

$70,000 WORTH OF THIS ADVERTISING PRODUCES $4,500,000 WORTH OF SALES

CASE 7 A

Lone Coffee Ad Gets 89% Distribution in 5 Days

The Dealer May Know Nothing About Advertising—But Find Out What He Likes

A VERY famous doctor recently admitted that: "only 15 percent of the curative process, in the majority of my cases, is due to my prescriptions; 85 percent can be credited to pure *faith* in me as a doctor."

Copy critics are fond of peering scornfully at our advertising pages from behind ground glass partitions, pointing out that the prescription is hardly worth 15 percent of the investment. How many of them are clever enough to sense the whereabouts of the other 85 percent, *faith*—dealers' *faith*, engendered in the product by the advertisement!

Clever enough was the advertising counsel employed to put over this new coffee in San Antonio, Texas!

Sam Houston Coffee was "another product" of San Antonio's biggest coffee factors. "Another product" sums up the problem.

"This coffee has no distinctive features in itself," figured the advertising counsel. "It is just a real good coffee that any grocer would recommend."

That's the key to Sam Houston's sales—the grocer. If we can make *him* think that Sam Houston has the qualities of a winner, it's going to be a winner. Our job is to get the grocer's confidence, support, "*faith.*"

Tradesmen have long recognized the "premium" idea as a dependable sales stimulus. What should be more logical, then, than to appropriate this idea already acceptable to grocers and exploit Sam Houston as "the new coffee with the big premiums?"

A full-page advertisement was drawn up. It told the exciting premium story in elementary, absolutely understandable copy. Racy, circus dress, dear to the tradesman's heart, was donned.

The advertisement was not released until a week later.

In the meantime, portfolios of its reproductions were broadcast to

NEW COFFEE GIVES USERS PREMIUMS
It's here
at all grocers
—have you tried it yet?
THE NEW COFFEE
with the big premiums
ask your grocer for
Sam Houston COFFEE
Sam Houston
COFFEE
Clip this Coupon
COUPON
TAKE YOUR CHOICE OF THE FOLLOWING PREMIUMS
IF DESIRED, One complete 42 pc. American Limoges Ware Dinner Set, Consisting of 6 Cups and Saucers, 6 Fruit Dishes, 1 Cream Pitcher, 6 Large Dinner Plates, 1 Large Bd. Veg. Dish, 1 Sugar Bowl with Cover, 6 Bread and Butter Plates, 6 Oatmeal Dishes, 1 Oblong Veg. Dish, 1 Large Meat Platter. (For only 36 Coupons and $6.50 Cash. RETAIL VALUE $12.50).
FOR SOCIETIES AND CLUBS ONLY. (Not Individuals)
HOFFMANN-HAYMAN COFFEE COMPANY
SAN ANTONIO, TEXAS

THIS PAGE WAS SUCCESSFUL BEFORE IT WAS PUBLISHED

the city's grocers. Every shot told. When the ad finally broke, 89 percent of the trade had eagerly stocked.

Faith? Before the insertion was 10 hours old, reorders were already coming in. Sam Houston has "gone over" in San Antonio.

* * *

ECONOMICS: Coffee lacks distinction. Trade favorable to premium idea.

MERCHANDISING: The coffee with the premiums.

PSYCHOLOGY: Something FREE—Something new.

RHETORIC: Simple statement of offer. Detailed descriptions of premiums.

ART: Sensational. (Note strong display of product.)

FACTS AND FIGURES

Product: Coffee
Space: 1 Page
Media: San Antonio Express, San Antonio Light
Circulation: 65,468
Cost: $320
Distribution: 89 Percent
Author: Pitluck Advtg. Co.

CASE 1 B

Disinfectant Page Pulls for Over a Year; 7,888 Coupons from One Magazine

Subtle Handling of a Delicate Problem Is Appreciated by Readers

THIS "Land of the Free" is probably less free on one subject than is any other land on earth!

That subject is Sex.

Of what other nation than America could be told the story of the literary spinster with two libraries: one for the male authors and one for the females?

While European students thrive on Mlle. de Maupin and Penguin Island, inmates of our own public schools find their dictionaries mutilated. (And thenceforward inspect each new dictionary with an abnormal thirst for learning!)

French, German and Italian youngsters are suckling their first-born at the age when Massachusetts maidens are listening wide-eyed to the story of the little fishes.

In not one American school supported by the taxpayers, is Sex a major subject in the regular curriculum.

Discussion of Sex among our native, literate whites is taboo—save as its more vulgar aspects are leeringly lolled upon in backhouse talk among the weak—and among the strong in their weaker moments!

Yet, the fact remains, Sex is the most compelling influence in all of our lives. The subject may become banned from our lips, but it seethes and smolders in every heart.

Visualize the delicate problem of Lysol, Inc., marketers of the famous disinfectant widely used for feminine hygiene.

Here was a product that eminently satisfied the needs—realized or unrealized—of every woman.

Here was a market knowing little of the facts of feminine hygiene —thirsting for more knowledge of the vital facts of existence.

What could bring the two ends of the problem together more

THE WOMAN WHO SEES THIS ADVERTISEMENT SEES HERSELF IN THE PICTURE

efficiently than a little booklet that would reveal to women, Life—and Lysol?

The discerning advertising counsel named the book: "The Scientific Side of Life and Health." . . . made its offer the main subject of his page advertisement.

An immediate identification of the problem—with a subtle sense of intimacy—was created by a large photograph of two young women *en deshabille* in a boudoir; they were obviously discussing that very personal, delicate subject.

The headline recorded their conversation, touched the multitude of unspoken thoughts in every reader's mind—stated the advertiser's case—all in "one mouthful."

Just this: "Read this Little Book *Carefully*, Dear. . . . It Explains Things So Much Better Than I Can."

Then, brief copy, elaborating slightly on this basic thought, concluding with a large display of the logotype, package, booklet and coupon.

Did the readers of American magazines want "things explained?"

Nearly 5,000 women sent for the book before the first insertion was a month old!

Coupons by the hundred continued to arrive after the ad had passed its first anniversary.

Within 14 months of its publication, 7,888 women had sent for the booklet, through one magazine alone.

Complete figures for all magazines are given below.

* * *

ECONOMICS: Feminine hygiene a delicate subject, inadequately treated in American educational institutions.

MERCHANDISING: A disinfectant for feminine hygiene.

PSYCHOLOGY: Learn the facts of Life.

RHETORIC: Feminine in tone; personal; intimate; concerning itself with situation surrounding booklet offer.

ART: Large photographic illustration of women in boudoir. Large, well displayed logotype, package, booklet and coupon at bottom of page.

FACTS AND FIGURES

Space	*Media*	*Circ.*	*Cost*	*Inquiries* *Feb.*	*Mar.*	*Apr.*	*May*	*June*	*July*
1 Page	W. H. Comp....	2,327,527	$8,200	4399	2121	349	250	130	147
1 "	Delineator	1,511,573	6,400	862	778	282	132	70	73
1 "	Liberty	1,508,887	4,250	1357	217	76	31	27	14
2/3 "	New Yorker.....	69,472	429	42	43	11	8	7	7
2/3 "	Cosmopolitan....	1,667,243	2,900	1236	1158	96	84	56	52
2/3 "	Red Book	766,789	1,360				292	135	74
2/3 "	True Story	2,167,051	2,800					1265	831
1 "	Ladies H. J....	2,531,287	9,500						

	Inquiries *Aug.*	*Sept.*	*Oct.*	*Nov.*	*Dec.*	*Jan.*	*Feb.*	*Mar.*	*Total*
W. H. Comp....	116	75	82	66	20	52	49	32	7888
Delineator	81	52	47	36	31	30	34	28	2536
Liberty	14	16	8	3	6	10	3	7	1789
New Yorker.....	1	1	....	2	....	....	1	1	124
Cosmopolitan....	43	20	21	14	15	25	12	13	2845
Red Book	67	50	35	19	18	23	18	10	741
True Story	474	259	152	85	66	73	76	42	3323
Ladies H. J. ...	2	41	4259	1328	411	373	257	197	6868

Author: Barton, Durstine & Osborn, Inc.

CASE 2 B

"Voice from Sky" Booms Cigarette Sales 25% to 100%

It's "Advertising" Because It Sells Goods

"HORSEPOWER" is really a measure of three factors: weight, distance, and time. Vary any one factor and you vary the "horsepower."

So with "advertisingpower." There is the "weight" of the selling message; the "distance" over the country that it travels; and the "time" it takes to travel. "Advertisingpower" may be increased by attention to any one of these factors.

The advertising agency for Old Golds, bringing this new brand out on the market, saw the trade highway thronged with old established brands. Away up in the van, years ahead, marched half-a-dozen drum majors with sales figures of such proportions that there hardly seemed a chance for this new, naked little baby.

In spite of it all, however, the agency sat down and examined the 3 factors of "advertisingpower."

"Weight" of the selling message? What could a new cigarette advertiser say that had not already been blabbed by 99 and 44-100 of his predecessors?

Down with "weight," then. But, how about "distance" and "time?" What might be done to get the selling message, in whatever form it finally took, before the greatest number of prospects in the shortest space of time?

First, there were newspapers. The newspaper plan worked territorially, marching across the country with seven-state boots, as initial local distribution was accomplished.

Then came the national blanket of magazines. Next, radio.

Still these were all media used by competitors. Greater dominance here could only be gained at uneconomic cost. Were there no other media?

The answer came in the form of one of the greatest scientific inventions of the age. An electrical amplifier capable of multiplying sound 100,000 times. By means of its marvelous principle, infinitesi-

OLD GOLD
Old Gold's voice from the sky!
Here's the big airplane, "The Voice of the Sky," that recently broadcast the message of Old Gold Cigarettes over your city. This huge ship, a Fokker, is an exact duplicate of the plane that carried Commander Byrd to the North Pole. It is driven by three motors, weighs six tons, and carries a crew of five. The powerful amplifiers, through which the sound is transmitted from the clouds, have a range of several miles from an altitude of 3,000 feet.

DEALERS RECEIVED THIS POSTER IN TIME TO POST IN THEIR WINDOWS WHEN THE PLANE ARRIVED

mal insect sounds, normally inaudible to the human ear, were made to roar like a Grand Central announcer at commuting time. Placed in an airplane, 3,000 feet above the earth, the pilot's whisper was caused to echo throughout towns and villages a mile around.

Clever advertising minds saw the opportunity, contracted with the inventor. A huge tri-motored airship, identical to Byrd's polar plane, was purchased from Herr Fokker. Into the commodious cabin were bundled the marvelous sound-amplifying device, a phonograph and two veteran radio announcers.

One day, staid New Englanders honestly pursuing their daily tasks, were surprised to hear a dreamy waltz fill the placid atmosphere. The waltz yielded to a stirring Sousa march, and soon the streets were filled with human ants milling in search of the source of this "heavenly" music. Suddenly the music stopped, words boomed: "This is the

voice from the sky. . . . Smoke Old Golds. . . . Not a cough in a carload."

Amazed, the ants gazed upward. There, high above them, like a gull in flight, wheeled and dipped a speck that was more steel and wood than bird, that was more miracle than man-made.

They laughed, cheered, called, wondered. More to the point, they obeyed the voice from the sky, bought Old Golds.

All over New England, the magic air monster swept. Then over the North Atlantic and South Atlantic States. Now the air voice of Old Golds has followed the other air denizens to the South. With the advance of spring, it, too, will travel North—to the Middle West, thence to the Pacific Coast.

Wherever the voice from the sky has boomed, Old Gold sales have boomed, too. Never less than a 25 percent increase, frequently as much as a 100 percent increase. Old Gold sales have *averaged* a 40 percent gain wherever the Old Gold plane has flown.

"Stunt," this idea is termed by some critics. "Advertising," replies the Old Gold agency. "Advertising, because it is a multiplied selling message that has definitely *sold merchandise.*"

* * *

ECONOMICS: Most persons smoke cigarettes. Brand preferences usually based on habit rather than reason.

MERCHANDISING: Another cigarette brand. "Not a cough in a carload."

PSYCHOLOGY: Novelty of cigarettes accentuated by novel method of telling story. Inertia disturbed.

RHETORIC: Simple phrase "Smoke Old Golds. . . . Not a cough in a carload;" preceded and followed by music.

ART: Infinite in development and appeal as the Heavens.

FACTS AND FIGURES

Product: Cigarettes
Price: 15 Cents
Media: Airplane Voice
Sales: 25 to 100 Per Cent Increase
Author: Lennen & Mitchell, Inc.

CASE 3 B

Fifth Avenue Beauty Specialist's Ad Pulls 1,090 Coupons from Hinterland

With a Host of Sales Appeals to Choose from, Dorothy Gray Selects One That Is Universal

EVERY night, after the sun sets, some thirty million women sit down before their mirrors.

Modest hand mirrors, cracked pocket mirrors, embellished dressing-table mirrors—honest counsellors all. Upon their advice is spent enough cash for cosmetics to support the combined navies of the world.

Miss Biltmore stares at her anemic eyebrows.

Mrs. Brown frowns at her luxuriant ones.

Mrs. Ritzhouse peers at her porous cheeks.

Miss Ryan sighs at her downy chin.

Each has her cross to bear and multitudinous are the bottled Veronicas that offer relief.

Yet, is one worry common to Biltmore and Brown, Ritzhouse and Ryan. One pulchritudinous particular that is sure to receive the first anxious search and the last lingering look. One inevitable defect that comes to all womankind, though she battle it from babyhood or ignore it to the grave!

The curse of *wrinkles*!

Dorothy Gray, famed Fifth Avenue beauty specialist, has long prescribed for beauty in all its many defects; but in advertising her full line of preparations to the Main Streets of America, she has wisely introduced herself in the universally welcome guise of wrinkle crusader.

There exists a Dorothy Gray treatment for every peculiarity abhorred by womankind; but her advertising man realized that every woman exists for the Dorothy Gray wrinkle treatment.

Interesting is it to note, therefore, that the headline of her most successful advertisement offers relief from wrinkles.

THE BEAUTY OF AN UNLINED THROAT NEED NEVER FADE

WHEN the unlined smoothness of your oat disappears and its texture becomes crêpy, the se is not age, but neglect. Proper care will keep ur throat youthfully lovely. Without proper care, ur complexion may age at thirty.

Rapid healthy circulation keeps the muscles of the oat and face alive, firm. Emollient creams nourish tissues, and keep the skin supple and smooth. rothy Gray's treatment for crêpy throat has for its is the stimulation of circulation, while at the same e her preparations restore to the skin the natural oils which exposure robs it.

The Dorothy Gray Patter, used faithfully every day ording to Miss Gray's method, supplies to the skin muscles of the face the exercise which ordinary activity gives to the body. The Patter brings up a vitalizing stream of circulation, giving necessary stimulation to the delicate network of blood vessels which lie close to the skin's surface.

For the treatment of crêpy throat, Miss Gray recommends her:

Light and penetrating Cleansing Cream ~ Orange Flower Skin Tonic, a mild fragrant astringent ~ invigorating Circulation Ointment ~ Special Mixture, a cream rich in nourishing oils ~ scientifically designed Patter ~ Russian Astringent Lotion, a contour preparation which makes relaxed muscles firm ~ Russian Astringent Cream, delightfully scented and fluffy, which gives to the skin a satiny finish and holds powder smoothly for hours.

DOROTHY GRAY

753 FIFTH AVENUE

DOROTHY GRAY
SEVEN FIFTY-THREE FIFTH AVENUE, NEW YORK

Please send me The Story of Dorothy Gray. I am particularly interested in: ☐ The Treatment of Lines and Wrinkles ☐ The Treatment for Double Chin ☐ The Treatment for Relaxed Muscles and Crêpy Throat.

NAME . . . . . .

ADDRESS 29

THE BEST AD OF THE CAMPAIGN: 1,090 COUPONS WITHIN 8 WEEKS, FROM A MAJOR MAGAZINE

Not only rhetorically rhythmic is this headline, but emotionally so: "The Beauty of an Unlined Throat Need Never Fade."

Follow five brief paragraphs which, in turn (1.) assure the reader that wrinkles are not caused by age but by neglect; (2.) explain the physiological aspects of wrinkles and their relief; (3.) discuss the action of the Dorothy Gray treatment; (4. and 5.) list the curative items to be purchased at the local cosmetics counter.

A modest coupon below, unannounced and unembellished with inordinate display, suggests that the reader write for one or more of three booklets specializing on as many phases of the wrinkle phenomenon.

This particular ad, most acknowledged of all in the campaign, returned 1,090 coupons from a major "woman's" magazine within eight weeks after publication date.

* * *

ECONOMICS: Every woman has her individual pulchritudinous defects; *all* women have wrinkles. A host of manufacturers advertise beauty preparations for all defects.

MERCHANDISING: A cosmetics diet for every defect.

PSYCHOLOGY: Beauty through eradication of main defect: wrinkles.

RHETORIC: Expository. Diction, simple. Short sentences. Simplified technical treatment. Restrained, dignified, sincere style.

ART: Simplified adaptation of editorial style layout. Headline set Roman. Logotype, bold. Photographic bust illustration of "Junior League" type. No product illustration.

FACTS AND FIGURES

Product: Line of Cosmetics
Space: 1 Page
Medium: Woman's Home Companion
Circulation: 2,327,527
Cost: $8,200
Inquiries: 1,090
Author: Barton, Durstine & Osborn, Inc.

CASE 4 B

Beauty Specialist Attracts 3,000 Booklet Requests

This Advertising Sells a Reputation with Concrete Examples of Its Value

FROM ages immemorial has milady ignored earthquake and revolution to perform magic incantations over a mysterious vanity box. And ever have the purveyors of this bottled beauty enjoyed reputations greater than Presidents or Princes.

In this kingdom of canned charm, the name of Helena Rubinstein, *specialiste de beauté*, to-day heads all the rest. Like her illustrious Greco-Trojan namesake, this lovely lady's fame is lisped by babes of every continent, old enough to spell out their mothers' boudoir secrets.

Rubinstein salons rear portals in New York, Newark, Chicago, Boston, Detroit, London and Paris. Rubinstein agencies nestle in nearly every community throughout the world, large enough to support them. Rubinstein advertising therefore, must lure customers into salons—or inquiries that can be referred to local distributors.

To advertise the intangible: Reputation!

An imaginative Advertising Manager realized that the intangible could only be projected by the *tangible*. How? *By making each advertisement talk of specific achievements and of their benefit to womankind.*

Was the Managerial judgment correct? Be answered by the figures on a typical "tangibility." In addition to the cash customers lured into salons, some 3,000 booklet requests were received—3,000 prospects for local agents or mail sales!

(And the booklet offer was all but concealed to avoid curiosity seekers.)

* * *

ECONOMICS: Women are eternally active in improving their appearance. Always are they interested in news about a specific cosmetic creation.

MERCHANDISING: An unusual rouge. (Also other unusual cosmetic products.)

Helena Rubinstein's
RED RASPBERRY ROUGE
Helena Rubinstein
NEW YORK—16 W. 57th St. CHICAGO 30 N. Michigan Ave.
You will find the Beauty Products of Helena Rubinstein at all the better department stores and druggists

3,000 RETURNS WITHOUT A COUPON

PSYCHOLOGY: Beauty.

RHETORIC: Expository, authoritative, concrete, feminine.

ART: Bisymmetric layout, atmospheric illustration. (Original in 4 colors.)

FACTS AND FIGURES

Product: Cosmetics Creations
Prices: 50 Cents to $1.50
Space: Color Page
Medium: Vogue
Circulation: 130,654
Cost: $1,500
Inquiries: 3,000
Author: Frances Olivier

CASE 5 B

50 Cent Cosmetic Sample Distributed Without Expense

An Example of the Situation Being Met by Successful Advertisers of Every Product

AS a baby first greets her new dolly with a stare of awe, then embraces it with the gusto of potential maternity, and finally decides to drain the sawdust in quest of that delightful squeak, so have women naturally reacted to beauty advertising.

From instinctive response to the first simple idea, women next evolved to semi-conscious satisfaction in it. Today, they are fully aware of its existence, its purpose. They are familiar with it, like it. But the novelty has worn off; today, they inevitably seek the squeak!

This modern point of view was recently expressed by a well-known woman writer in one of the current magazines.

"Why do some advertisers," she asks, "still persist in feeding women fancy words and sentimental pictures? It is said there was a time when all women were morons, but certainly the place of womankind in modern economic life proves that the sex has since developed a few grains of intelligence. If some of you advertisers would realize that Victoria is dead, cease foisting your Prussian paternalism upon us, and attempt to reason with us, simply, intelligently, you could sell a lot more of us a lot more of your goods."

The most outstanding characteristic of modern advertising, observed Monsieur Bouton, New York cosmetics merchandiser, is the increasing rationalization of copy.

The day is past when I can rely upon a pretty girl and my logotype. The day is past when I can profitably fill pages with sheer sentimentality. The day is here when I must accept my prospect's consciousness of advertising, her impression by my competitors, and her general skepticism to any proposition.

Therefore I must explain the merits of my merchandise, logically, specifically, clearly.

Monsieur Bouton decided to offer a sample container of his cold

cream soap direct from his advertisement, referring inquiries and resigning general publicity benefits to his dealers.

With rational copy, the sample was offered—not free—but at the standard price of 50 cents.

The very first test insertion, costing $100 and resulting in 240 fifty cent sample requests, proved this: That a rational, national advertising campaign for M. Bouton's cold cream soap, sending customers to dealers and distributing samples, could be carried on as a practically self-supporting investment.

* * *

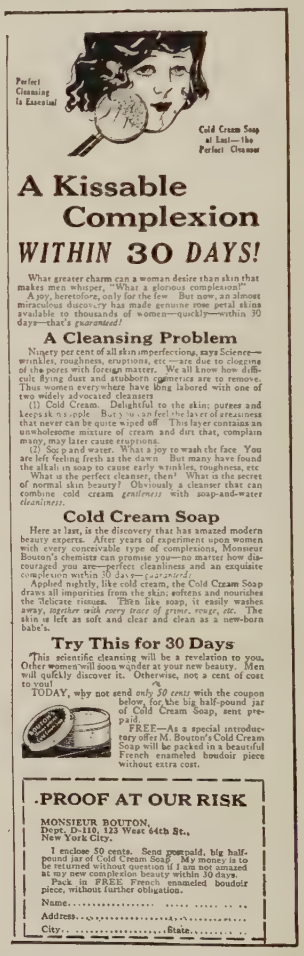
ECONOMICS: Women becoming more conscious of attempts to sell them. Nevertheless, constantly interested in increased beauty.

MERCHANDISING: Cold cream soap good for skin.

PSYCHOLOGY: New way to beauty.

RHETORIC: Simple, specific, emotional head, quickly leading to rational body.

ART: Simple, deductive in presentation of rational merchandising idea. Solid, 6-point typography.


Perfect Cleansing Is Essential
Cold Cream Soap at Last—the Perfect Cleanser
A Kissable Complexion
WITHIN 30 DAYS!
What greater charm can a woman desire than skin that makes men whisper, "What a glorious complexion!" Ayoy, heretofore, only for the few. But now, an almost miraculous discovery has made genuine rose petal skins available to thousands of women—quickly—within 30 days—that's guaranteed!
A Cleansing Problem
Ninety per cent of all skin imperfections, says Science—wrinkles, roughness, eruptions, etc.—are due to clogging of the pores with foreign matter. We all know how difficult flying dust and stubborn cosmetics are to remove. Thus women everywhere have long labored with one of two widely advocated cleansers
(1) Cold Cream. Delightful to the skin: purees and keeps skin supple. But you can feel the layer of greasiness that never can be quite wiped off. This layer contains an unwholesome mixture of cream and dirt that, complain many, may later cause eruptions.
(2) Soap and water. What a joy to wash the face. You are left feeling fresh as the dawn. But many have found the alkali in soap to cause early wrinkles, roughness, etc.
What is the perfect cleanser, then? What is the secret of normal skin beauty? Obviously a cleanser that can combine cold cream gentleness with soap-and-water cleanliness.
Cold Cream Soap
Here at last, is the discovery that has amazed modern beauty experts. After years of experiment upon women with every conceivable type of complexions, Monsieur Bouton's chemists can promise you—no matter how discouraged you are—perfect cleanliness and an exquisite complexion within 30 days—guaranteed.
Applied nightly, like cold cream, the Cold Cream Soap draws all impurities from the skin; softens and nourishes the delicate tissues. Then like soap, it easily washes away, together with every trace of grime, rouge, etc. The skin is left as soft and clear and clean as a new-born babe's.
Try This for 30 Days
This scientific cleansing will be a revelation to you. Other women will soon wonder at your new beauty. Men will quickly discover it. Otherwise, not a cent of cost to you!
TODAY, why not send only 50 cents with the coupon below, for the big half-pound jar of Cold Cream Soap, sent prepaid.
FREE—As a special introductory offer M. Bouton's Cold Cream Soap will be packed in a beautiful French enameled boudoir piece without extra cost.
PROOF AT OUR RISK
MONSIEUR BOUTON,
Dept. D-110, 123 West 64th St.,
New York City.
I enclose 50 cents. Send postpaid, big half-pound jar of Cold Cream Soap. My money is to be returned without question if I am not amazed at my new complexion beauty within 30 days.
Pack in FREE French enameled boudoir piece, without further obligation.
Name.....
Address.....
City.....State.....

THIS AD PAID FOR ITSELF—EXACTLY

FACTS AND FIGURES

Product: Cold Cream Soap
Price: 50 Cents
Space: 120 Lines
Medium: Dream World
Circulation: 200,000
Cost: $120
Sales: 240

Author: Advertising Service Bureau, Macfadden Publications, Inc.

CASE 6 B

The Duchesse de Richelieu Brings 19,126 Letters to Pond's Mailbox

The Pond's Extract Company Dresses Up Some Old Advertising Ideas—And Makes Them Look (And Work) Like New

A FULL PAGE testimonial advertisement for the Pond's Extract Company, signed by the Duchesse de Richelieu, has rolled up a total of 19,126 coupon responses from some two-and-one-half million circulation.

Another page, sponsored by Mrs. Reginald Vanderbilt, scored 10,325 replies from this same circulation group.

A third, bearing the signature of no less a personage than Her Majesty, Marie, Queen of Roumania, stimulated a paltry 9,435 communications.

Thus fluctuate returns from what is probably one of the most talked-about (and justly) advertising campaigns ever published.

Not so very many years ago, the Pond's Extract Company conceived the clever merchandising idea of "Two Creams," "vanishing" ("V") and "cold" ("C"), to be packed in twin jars, sold together at a double profit. The next step was to conceive an advertising idea clever enough to start the double profits doubling!

The first thought was the "beauty" appeal. But practically every face cream maker was already chortling that chord. An equally intelligent approach seemed the "testimonial." Yet what advertiser had not already employed evidence from an unbelievable (literally) host of farmers' wives and cinema stars?

Because they held faith in the fundamental soundness of these two appeals, however, the Pond's advertising counsel walked their floor to discover a beauty angle that would out-beauty any predecessor; a testimonial angle that would out-testify any pioneer competitor. Their imaginations envisioned a daring conception:

Testimonials by *beautiful* women, who would be so socially famous as to command instantaneous attention and unquestioning credence.

The DUCHESSE de RICHELIEU *tells how to have a Lovely Skin*

"The woman whose life is given not only to Society but to concert-singing is compelled to be concerned about her looks. She must always appear with a complexion fresh and radiant.

"Care of her skin, therefore, is an obligation with her, second only in importance to the care of her voice. This care, in my opinion, can best be obtained by the daily use of Pond's Two Creams. They keep the skin exquisitely soft and lovely."

Duchesse de Richelieu

THE DUCHESSE DE RICHELIEU

She is twice an aristocrat. Before her marriage to the head of one of the oldest houses in France she was a "Baltimore belle" of one of the first families. She is not only a social leader in France and the United States, but is gifted with a lovely lyric soprano voice often heard in concert in both countries. Regarding the care of her skin—a blend of lilies white and roses delicately pink—as second only in importance to the care of her voice, she declares that "Pond's Two Creams keep the skin exquisitely soft and lovely."

HAIR full of golden lights, shadowy blue eyes and a matchless cream-and-white complexion which makes everybody turn to look, women with envy, men with delight. A smile of rare sweetness and the charm of a nature gay, generous and sincere.

These are the qualities that make the Duchesse de Richelieu a woman everybody loves to see—and know. And to hear, too, for she has another gift—a lovely voice, lyric soprano of limpid tone.

In the exclusive social set of Baltimore—always famous for its "Baltimore belles"—she spent her gay girlhood. But since her marriage to the head of one of the oldest, most famous titular houses of France, the Duchesse is oftenest seen in the smart circles of Paris and Deauville. And in New York and at Southampton, where she sojourns every year, her friends are forever exclaiming, "How extraordinarily young you look—scarcely more than a girl."

So of course the Duchesse de Richelieu is sought by everybody who is anybody. Her home in New York, "The House on the River," is often the scene of delightful gatherings of the socially elect. Among its lovely old furniture, books and *objets d'art* from France—many of them handed straight down from the great Cardinal de Richelieu himself—she moves, a hostess full of grace and charm.

"The woman whose life is given not only to society but to concert-singing," says the Duchesse de Richelieu, "is compelled to be concerned about her looks." And it is this seriousness with which she regards her art that makes her determined to keep her cream-and-white skin always as fresh and radiant as it is today.

When she learned—as so many of the beautiful women of society have learned—of the Two Creams that cleanse and protect the skin, the Duchesse declared: "Care of the skin in my opinion can best be obtained by the daily use of Pond's Two Creams."

Try for yourself, today, this method which all the world's lovely women are pursuing. Buy Pond's Cold and Vanishing Creams, using them daily. You will find for yourself that what the Duchesse de Richelieu says of them is true—"they keep the skin exquisitely soft and lovely."

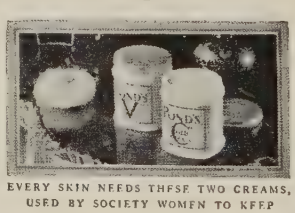
How to Use Them

First, Pond's Cold Cream for Cleansing. At least once a day, oftener if necessary, always after any exposure, smooth the cream liberally over your face and neck. Let it stay on a few moments, that its pure oils may plumb the depths of clogged pores, bringing to the surface the day's accumulation of dust, dirt, powder and excess oil. Now wipe off all the cream with a soft cloth. Its blackness shows how much you needed this deep-tissue cleansing. Put the cream on again and wipe it off once more. Just look at your skin now—as refreshed as rose-petals washed with dew!

Next, Pond's Vanishing Cream for a Delicate Finish and Protection. Pond's Vanishing Cream is greaseless, intended as a soft finish to your skin. Smooth in just a light fluff of it, only as much as your skin will instantly absorb. Now see how soft and even the surface looks—transparently lovely. How well this cream takes your powder, too—holding it in a velvet grip long and evenly. And neither wind, cold nor soot can possibly get at your delicate skin through the firm yet invisible barrier of this dainty cream. So always before you go out and before powdering, just smooth on a little Pond's Vanishing Cream. The Pond's Extract Company.

THE PRINCESSE MARIE DE BOURBON
THE PRINCESSE MATCHABELLI
THE VICOMTESSE DE FRISE
MRS. MARSHALL FIELD, SR.
MRS. CONDÉ NAST
LADY DIANA MANNERS
MRS. O. H. P. BELMONT
MRS. JULIA HOYT
MRS. GLORIA GOULD BISHOP
MRS. CORDELIA BIDDLE DUKE

are among the women of distinguished taste and high position who have expressed approval of the Pond's Method of caring for the skin and of Pond's Two Creams.



EVERY SKIN NEEDS THESE TWO CREAMS, USED BY SOCIETY WOMEN TO KEEP THEIR COMPLEXIONS EXQUISITE

FREE OFFER—*Mail this coupon at once and we will send you free tubes of these two famous creams and an attractive little folder telling you how to use them.*

THE POND'S EXTRACT COMPANY, Dept. A
131 Hudson Street, New York.

Please send me your free tubes, one each of Pond's Cold and Vanishing Creams.

Name .....
Street .....
City ..... State .....

THIS LADY APPEARED IN JANUARY AND RECEIVED 19,126 SAMPLE REQUESTS

"Impossible!" scoffed associates; but what is possible of imagination is possible of consummation. And so it proved.

The Pond's series, today, adheres faithfully to its original plan. Each advertisement deals with the testimony of a woman of accepted beauty and arresting social position. And each page brings from 10,000 to 20,000 coupon sample requests from each two-and-one-half-million circulation.

* * *

ECONOMICS: Cosmetic products particularly popular—and particularly numerous, since the War.

MERCHANDISING: A "two cream" combination that brings superior results.

PSYCHOLOGY: Famous women keep beautiful with these "two creams."

RHETORIC: Emotional lead discussing personality of society star in particular, and subject of beauty in general; followed by rational exposition of "two creams" method. Style feminine, disinterested, esoteric in tone, patterned after professional "interview" type. Diction of mature literary flavor. Copy throughout breathes of sophisticated personal journalism.

ART: Editorial type layout; solid copy; large half-tone of testimonial-giver; "crest" decorations, whenever available; smart photograph (small size) of Pond's Cream jars. Unobtrusive coupon.

FACTS AND FIGURES

Product: Cold and Vanishing Creams
Price: Free Sample
Medium: Ladies' Home Journal
Space: One Page
Circulation: 2,547,465
Cost: $9,500
Inquiries: 19,126
Author: J. Walter Thompson Co.

CASE 7 B

2 Inch Face Cream Ad Draws 1,838 Inquiries

Well Displayed Offer Pays

POLLYANNA was a hypochondriacal melancholiac compared to your average salesman entering a distributor's sanctum.

"My product is different," he pipes cheerfully. "The mob waits breathless for it."

. . . A phonograph record familiar to every buyer.

FREE
a seven day cake
The Secret of a Skin that's
Always Young
Known to millions of beautiful women, stage and film stars. It is Sem-pray, the "Always Young" complexion cake. Contains precious aids to beauty which cannot be put up in jars. A super-fine cleansing creme, skin food and base for powder — combined! Guaranteed safe, pure, reliable. Endorsed by skin specialists. Sold everywhere, 60c. Trial cake, with beauty booklet, free. Sem-pray Jo-ve-nay, 000-0 Sem-pray Bldg., Grand Rapids, Mich
Just Say SEM-PRAY

ONLY 2 INCHES, BUT 1,838 ANSWERED IT

And equally familiar to the salesman is the laconic: "How should I know?"

. . . The death knell of countless adventures in optimism.

Perhaps it is just as well. Koh-i-noors must be carved from base rock. And the purest gem need never fear an acid test.

So the Sem-pray Jo-ve-nay Company decided to "show the distributor." They would *prove* the interest in Sem-pray—in figures black and white.

A limited appropriation decided that the pudding-for-proving could only measure 28 lines. But the best was made of that area.

The direct object of the advertisement—a sample offer to gauge interest—was boldly outlined. At the top of the copy appeared the words: "A Seven Day Cake Free."

Then the two inch copy was offered to three million circulation.

Records show that that first insertion brought in 1,838 inquiries. At a cost of approximately 17 cents each!

Demand . . . ?

* * *

ECONOMICS: Women constantly seeking new complexion aids.

MERCHANDISING: Sem-pray will "make skin young."

PSYCHOLOGY: Beauty bargain.

RHETORIC: Descriptive, simple.

ART: Occult, economical with white space.

FACTS AND FIGURES

Product: Face Cream
Price: Free Sample
Space: 28 Lines
Medium: True Story Group
Circulation: 2,725,000
Cost: $308
Inquiries: 1,838
Author: Shuman-Haws Advertising Co.

CASE 8 B

"Winter" and "Summer" Skin Cream Ads Pull 9,785 and 7,880 Coupons Each

Painting a Graphic Picture of Relief When Relief Is Sorely Needed, Brings Results

WHAT an easy mark one would be for a tire chain salesman, just after one had slid sideways sixty feet down the road!

How eager one would be to sign the contract for a cyclone cellar right after watching one's parlor, bedroom and bath go kiting across the pasture!

Most of us can date our current umbrella to the last heavy rainstorm, our current topcoat to the last fall of frost, our current shoe shine to the last bright sunshine.

"Catch 'em while they're hot and they're yours, forever," is good advice for salesmen of cyclone cellars, shines or ephemeral skin creams.

Such is the timely, modern advertising creed of venerable Hinds Honey & Almond Cream.

Skin creams are used and useful all through the year. But, whereas a shaving emollient in June or a powder base in November are largely a matter of bathroom convenience, a sunburn sweetener in August or a chapped hands softener in January are chosen with design and discrimination.

According to Hinds' most reasonable logic, the fruit on the prospect tree is ripest during the seasons of extreme burning and freezing. Copy concentrating on relief when relief is needed gives the tree a shake that starts the sales all tumbling down. Habits formed at the propitious moment are likely to last in perpetual patronage throughout the milder remainder of the year.

Noteworthy is it that the two most successful Hinds' advertisements, concentrating on the "relief" appeal, appeared, respectively, in January and in August.

The first: "You can't stop this—but you can prevent their skins from chapping," pictured in four colors a scene familiar to every

mother's heart: rollicking youngsters bathing each other's necks and ears in snow.

At least 9,785 mothers reading a great "woman's" magazine were spurred to action by this timely reminder. That many coupon re-

You can't stop this—
but you can prevent their skins from chapping
GORGEOUS FUN right now! But later—raw, sore skins! For children's delicate skins chap with alarming ease. Wind, cold—all winter weather invites it. Therefore, protect their skins—with Hinds Honey & Almond Cream.
Keep Hinds Cream in the bathroom. Let the youngsters rub it on every time after they wash hands and face, not forgetting knees and ankles these cold days. Hinds Cream will prevent chapping, keep their skins pliant, healthy. (The same wise precautions will safeguard your skin, too, keep it soft and smooth and white.)
Hinds Cream protects the skin, coaxes it to young smoothness, and soothes it if already chapped.
HINDS
CREAM
The coupon below will bring you a sample bottle of Hinds Cream. Just fill it in and mail.

THIS "WINTER" AD PULLED 9,785 COUPONS FROM ONE "WOMAN'S" MAGAZINE. ORIGINAL IN FOUR COLORS

quests for free samples were received. And an indeterminate number took action at their corner drug stores.

The second most successful ad: "Sunburn—prevent it," told in four paragraphs of 18 point leaded Caslon 471 that a smear of Hinds'

and a dab of powder would save the day from Old Sol. And returned 7,880 free sample coupons from the same "woman's" magazine.

The tabulation herewith of the complete month-by-month results from both pieces of copy affords an interesting study.

THIS "SUMMER" AD WAS SECOND BEST, WITH 7,800 COUPONS FROM THE SAME "WOMAN'S" MAGAZINE. ORIGINAL IN FOUR COLORS

ECONOMICS: Biggest skin-cream seasons are midsummer and midwinter.

MERCHANDISING: This cream nourishes, stimulates skin.

PSYCHOLOGY: Soft skins in winter; fair skins in summer.

RHETORIC: Short words. Short sentences. Copy limited to exposition of cream's results.

ART: Bold, postery treatment. Half of space utilized by four color illustration of user in appropriate situation. Large logotype. Generous coupon.

FACTS AND FIGURES

"YOU CAN'T STOP THIS"

					Inquiries				
Space	*Issue*	*Media*	*Circulation*	*Cost*	*Jan.*	*Feb.*	*Mar.*	*Apr.*	*May*
Col. Page	Jan.	Ladies' H. J.....	2,514,092	$12,500	4594	1657	1036	476	314
Col. Page	Feb.	Vogue	138,409	2,400	25	155	43	34	22
1 Page	Jan.	Liberty	1,187,603	4,250	685	211	100	40	13
½ Page	Jan.	Delineator	1,250,000	2,500	1367	843	476	233	175
½ Page	Jan.	Harper's Bazar....	96,773	625	55	79	18	12	17
1 Page	Feb.	Good House.	1,363,168	4,200	242	1002	385	236	106
½ Page	Feb.	Household	1,631,691	3,000	1383	3164	688	200	117

	Inquiries									
Media	*June*	*July*	*Aug.*	*Sept.*	*Oct.*	*Nov.*	*Dec.*	*Jan.*	*Feb.*	*Mar.*	*Total*
Ladies' H. J.....	282	317	334	190	146	116	72	89	71	79	9785
Vogue	20	15	13	15	10	11	2	48	21	20	381
Liberty	35	30	24	20	13	8	7	4	1	2	1195
Delineator	158	161	214	121	70	48	37	5	1	1	3994
Harper's Bazar....	8	14	9	2	4	1	1	6	7	1	227
Good House.	81	101	110	73	50	36	33	39	36	8	2538
Household	102	85	75	35	46	29	22	25	22	4	5997

"SUNBURN—PREVENT IT"

Space, Issue,			Inquiries								
Media	*Circulation*	*Cost*	*July*	*Aug.*	*Sept.*	*Oct.*	*Nov.*	*Dec.*	*Jan.*	*Feb.*	*Mar.*	*Total*
Col. Page, Aug., Ladies' H. J.....	2,514,092	$12,500	24	4861	1351	586	344	199	182	180	162	7880
½ Page, Aug., Delineator	1,250,000	2,500	28	1668	781	384	207	102	129	112	108	3519
½ Page, Sept. W. H. Comp.	2,029,366	3,800		2102	2352	912	463	212	231	229	161	6662
2 Col. Page, Sept. Photoplay	542,875	2,000		523	645	283	149	103	86	80	48	1917

CASE 9 B

Medicated Ointment Copy Sells 2% of Population

How to Kill Dealer and Consumer with One Piece of Copy

. . . "And so the Ugly Duckling, now a bee-autiful snow white swan, lived happily ever after."

Very much impressed was little Jane, as she lisped the closing lines of this tale of a barnyard Cyrano. Perhaps some day she would suddenly become beautiful like that. A jolly old elf would creep through her window one night. His magic wand would gleam in the yellow ray of the street lamp. Slowly he would pass it over her head and lo! her freckles would return to the land of ugly things where all freckles came from.

Jane will never outgrow her childish faith in an ugly duckling transformation. Never was there a member of the fair sex who did not go through life with face upturned, waiting for a shower of pulchritude to fall from a cloudless sky.

Such naive faith—like all human failings—has of recent years, attracted the attention of numerous commercial gentlemen long on ambition and short on ethics. Poor, trusting, little Jane has hardly been able to open a magazine without having a dozen or more voices squeak: "Here I am; at last you have found me; I'm the little elf with the magic wand; I can make you beautiful overnight; just drop your purse out the window and I'll hop right in!"

At first Jane's heart would give a little jump of joy. She would toss her purse out the window and then sit back in a blissful trance of expectation. When the grinning gnome had snatched her offering and fled, she would sadly return to reality and await the next and genuine beauty bearing fairy.

Even Santa Claus would be under suspicion after six letters in succession requesting a mama doll had brought forth cotton stockings, flannel underwear and dime savings banks!

So it was that after numberless disappointments, Jane's open heart became gradually sheathed in an armor of cynicism. Each new

For This Week Only!

AT

Griswold Drug Co.
Nelson's Drug Store
Wise, Smith & Co.
R. S. Marks & Co.
Central Drug Co.

A 25c Jar of Baltimore's "Miracle Cream"--Only 10c

Beauty
A dainty snow-white creaseless healing cream, protects and beautifies

Shaving
Soothing Antiseptic Cream, softens beard, prevents rash.

Skin Troubles
Closes large pores and quickly cures skin eruptions

Burns
Stops pain almost instantly — helps healthy healing

If you are a woman, this "miracle cream" should mean greater beauty and skin health for you—if you are a man it should mean shaving comfort you never dreamed possible and soothing relief from any possible skin irritation. Get one of these large 25c. Jars for Only 10c.—and see for yourself why over half a million people call it the "Miracle Cream!"

IT'S the most talked-of skin cream in the East! Women are fascinated by it—write that it is an indispensable addition to their toilet preparations. Men rave about it and suggest scores of new uses for it. Physicians and beauty experts praise and recommend it. Introduced in Baltimore only a few years ago, and over 870,000 jars were used last year! THERE MUST BE SOMETHING TO IT!

The manufacturers of this famous "wonder cream" believe that the people of this city will welcome an opportunity to know the merits of this health cream, and they are so confident of its merits and so sure that it will win its way into your home as it has in almost every home in Baltimore, that they are making, with the co-operation of the stores listed below, this amazing Cut Price Offer—a 25c. jar of this "Miracle Cream" called NOXZEMA for only 10c. to everyone who presents the attached coupon at any one of the five stores listed.

Clip the coupon now and stop at: Griswold Drug Co., Nelson's Drug Store, Wise, Smith & Co., R. S. Marks & Co., Central Drug Co.

Chapped Hands
Soothes, heals and softens

This Coupon Worth 15c.

NOXZEMA
"Feel It Heal"

PRESENT THIS COUPON

And receive a 25c. jar NOXZEMA Skin Cream for only 10 Cents.

Name .....

Address .....

THIS AD IS DEPENDED UPON TO BRING BACK 2,000 COUPONS FROM EVERY 100,000 CIRCULATION

elfin voice began to meet with a reception most painful to the Conan Doyles of commerce.

It has been observed that nothing can be written about a fifty cent cigar that has not already been claimed by the nickel variety. Exactly that was the problem faced by the Noxzema Laboratories, of Baltimore.

Noxzema Cream was the result of years of conscientious experiment. It was an honest cream, with honest materials and it had been proved to do an honest job. Countless letters had been received by the Laboratories from thankful women. Real expressions of gratitude were they; Noxzema had given them a beauty they had never dared to believe possible; Noxzema was a Miracle Cream. . . .

Well and good. If women everywhere could only be persuaded to try it. . . .

"We'll adopt new tactics," decided the Noxzema admen. "We can say nothing more than the ideal story of 'beauty, at last.' But we can add, 'You needn't throw us your purse until we have done our work; let us prove our sincerity at *our* risk.' "

The real elf spoke from the advertisement that was finally completed. "Here is your Miracle Cream, at last," it announced. "The regular price is 25 cents. If you clip the coupon below and present it at any one of the drug counters listed here, the full sized jar will be given to you for a dime."

Proofs of this advertisement were carried by the Noxzema salesman to each new territory that was to be attacked. The dealers were offered the free publicity of having their names appear in the Noxzema ad. They were assured that this initial test would prove two things: First, the effectiveness of Noxzema advertising in moving their stocks. Second, the repeat value of the article itself.

Naturally the most progressive drug counters usually agreed to this sound arrangement and ordered initial stocks.

They were not disappointed. In towns of 100,000 newspaper circulation, this opening advertisement has usually brought 2,000 coupon bearing Janes and Johns into their shops!

ECONOMICS: Consumers generally cynical to claims of creams. Dealers generally cynical to claims of manufacturers.

MERCHANDISING: Cream at a discount. Give coupons to dealers.

PSYCHOLOGY: Beauty—Profit—Prove at manufacturer's risk.

RHETORIC: Expository, sensational; localized to each community.

ART: Giant picture of product. Thumbnail sketches illustrating uses.

FACTS AND FIGURES

Product: Medicated Ointment
Price: 10 Cents (25 cents reg.)
Space: 660 Lines
Medium: Newspapers
Circulation: Average 100,000
Sales: Average 2,000
Author: Ruthrauff & Ryan

CASE 10 B

Change in Medicated Ointment Copy Multiplies Inquiries 10 Times

Added Space Used for Simple Illustration Proves a Good Investment

THE ancient debate on the relative values of copy and illustration is eternally cropping up wherever advertising is practiced or discussed. On the pages of advertising publications, purveyors of art and outdoor advertising (not that the two are necessarily incongruous,

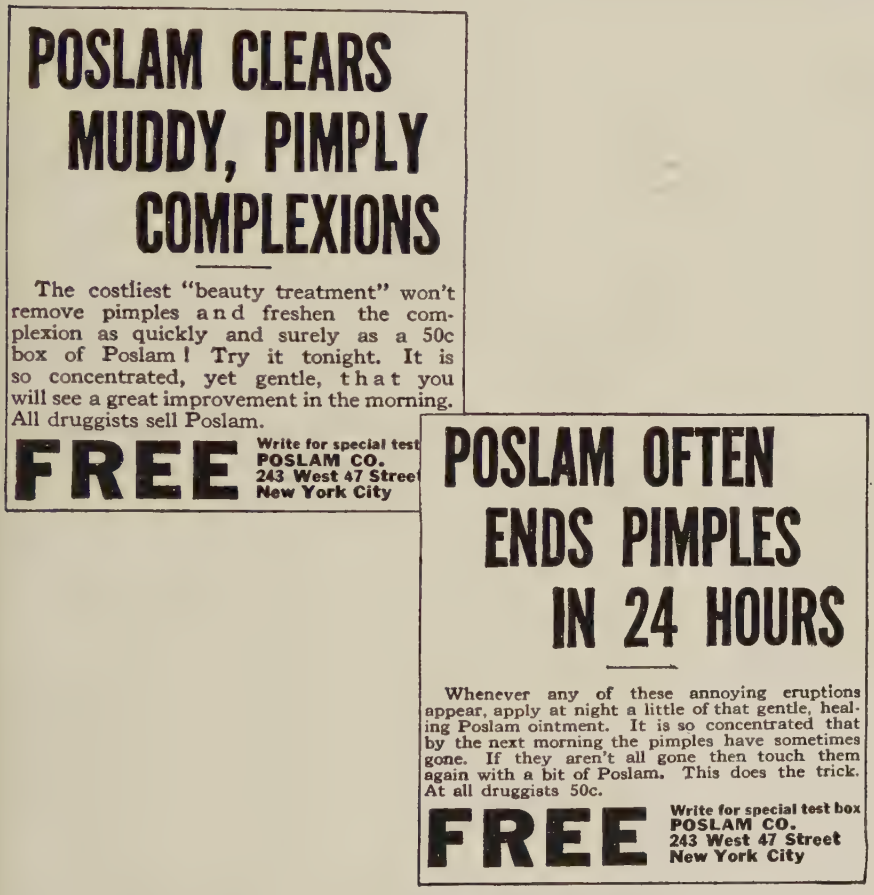
SKIN TROUBLES
CLEARED QUICKLY
Thousands Praise Famous
Old Skin Remedy
Pimples, black heads, blemishes and muddy skin cleared up quickly and surely by Poslam. Used successfully for twenty years. It must be good. Thousands of unsolicited letters from delighted users tell of amazing success. Let us prove to you free that Poslam will clear *your* skin.
RELIEVES ECZEMA INSTANTLY
Direction booklet sent with free sample, tells how to apply. Wonderful how Poslam will soothe and heal itching, burning skin
FREE Proof Sample!
See amazing improvement within 24 hours. Free. No cost. No obligation. Send today for generous trial size of Poslam. Simply mail your name and address (No other writing is necessary). Address
Sample Desk, Poslam Co., 245 W. 47th St., New York, N.Y

THIS NEW STYLE PULLED MORE THAN 2,832 INQUIRIES

in recent years!) range themselves opposite the creators of copy, and the battle is on once more. More than one competent authority has arbitrated the question in a fashion that should be satisfactory to

everyone. The Poslam advertising here discussed forms a simple case in point.

The Emergency Laboratories, manufacturers of Poslam medicated ointment and soap for skin diseases, for many years used the old-line


POSLAM CLEARS MUDDY, PIMPLY COMPLEXIONS
The costliest "beauty treatment" won't remove pimples and freshen the complexion as quickly and surely as a 50c box of Poslam! Try it tonight. It is so concentrated, yet gentle, that you will see a great improvement in the morning. All druggists sell Poslam.
FREE
Write for special test
POSLAM CO.
243 West 47 Street
New York City
POSLAM OFTEN ENDS PIMPLES IN 24 HOURS
Whenever any of these annoying eruptions appear, apply at night a little of that gentle, healing Poslam ointment. It is so concentrated that by the next morning the pimples have sometimes gone. If they aren't all gone then touch them again with a bit of Poslam. This does the trick. At all druggists 50c.
FREE
Write for special test box
POSLAM CO.
243 West 47 Street
New York City

OLD TYPE ADS THAT AVERAGED A FEW HUNDRED INQUIRIES EACH

type of "reader" copy in both their newspaper and magazine advertising. In 1926, they used two thirty-five line insertions of this type in two consecutive months, June and July. Only a few hundred inquiries were received—a most disappointing return.

Then a new type of Poslam advertisement was tested. The copy itself was changed very little, but added space (fifty lines in all) was

used to provide space for the drawing of a girl's face, wearing a beaming smile and (presumably) a flawless Poslam-ized complexion. Slightly more than a month after publication date, 2,832 inquiries had been received, and were still coming in at the rate of about 100 a day. These results were so satisfactory to the advertiser that he has continued to use this copy up to the present time, in newspapers as well as magazines.

Undoubtedly, this marked increase in returns must be attributed to the use of the picture. On the other hand, the illustration used had no obvious connection with the merchandise; it could have been used as fittingly in the interests of many other products. The copy itself was the real salesman; the cut an attention-getter.

Once again the question, "Words or Pictures?" is answered in the only possible way. Both have their place and their use; but they do their best work in coöperation.

* * *

ECONOMICS: Sufferers from skin troubles always looking for something new in "cures."

MERCHANDISING: Ointment and soap that cures.

PSYCHOLOGY: Beautiful skin. Try at our risk.

RHETORIC: Expository brief. Short sentences and words.

ART: High-light line drawing occupying one-third of space. Hand-lettered head and subhead.

FACTS AND FIGURES

Product: Medicated Ointment
Price: Free Sample
Space: 50 Lines
Medium: True Story
Circulation: 2,000,000
Costs: $550
Inquiries: 2,832 plus (No exact record kept by the advertiser after this total was reached)
Author: Walter Hanlon

CASE 11 B

Romeos Post 3,039 Dime Coupons from Blunt Hair Dressing Copy

This Advertisement Picked a Specific Audience and Spoke Specifically to It

ONLY those males who have faced the harsh world with cowlick, whorllock, and other symptoms of hirsute insubordination can appreciate the misery of unruly hair.

Moles, wrinkles, and crossed eyes blend into the most exclusive gatherings, but one overly ambitious hair may be as conspicuous as a lame cadet at a West Point dress parade.

For generations have those afflicted doused their heads whenever washbasins appeared on the horizon. But even repeated soakings could at most be temporary, and as the years rolled by, the *aqua-pura* gradually drained the last traces of the natural hair oils. Maturity found solace only in baldness, tramphood, or the lanes of Greenwich Village.

Very much in the guise of human benefactors, then, loomed the Standard Laboratories, Inc., of Los Angeles, California, with the advent of their new product for keeping unruly hair combed.

A greaseless cream, pleasantly scented, it had only to be caressed between the palms, then stroked on to a hungry pompadour. Three journeys of the comb and each lock lay at peace. All day long, at desk or dance, through fair weather or most foul, the subdued hairs remained at rest. What salvation for the Willies, Wills, and Bills of 48 States!

Here was a specialized product for a specialized market. Wisely, the Standard people had no ambitions to convert the Moros or the Esquimaux to enjoyment of a universal cream. They set out to find only the charter members of the wandering-hair clubs of each community.

So that there should be no question of the purpose of their product—so that the product, alone, on display, would cry out in kinship

to all those who looking, saw and seeing, needed and needing, would buy—they named this product *Stacomb.*

The *Stacomb* advertising was as simple and as intelligent as the name. A typical headline merely read: "For Hair That Won't Stay

Send 10c
Commands the most fractious hair. Shown only as a neatly combed effect.
For Hair
that won't stay combed
Unruly heads of hair by hundreds of thousands now stay neatly combed all day.
A new product—Stacomb does it in a most effective way.
You simply rub on the palms of the hands and then apply to the hair—easy and quick to do.
After applying in the morning, comb your hair any style you like and it will stay combed that way all day. Keeps hair soft, smooth and lustrous.
Thus an old-time fault to your otherwise well dressed appearance is corrected. You end the annoyance of unruly hair.
So effective have been the results of Stacomb that it has become the fastest selling product ever made for the hair.
Ideal After Washing Your Hair
Apply Stacomb after washing your hair, then comb it the way you prefer and it will stay that way, for it replaces the oils washed out.
Women
Dry and brittle hair is unknown to users of Stacomb.
There's a business asset in well combed hair—it is part and parcel of a well dressed man. Stacomb makes certain that part.
Men, women and children all find that Stacomb makes their hair stay combed.
Ask your barber for a Stacomb Rub.
At all druggists. (Not a liquid.)
Stacomb
Makes The Hair Stay Combed
For sale by all drug stores, drug counters and barber supply dealers.
Standard Laboratories, Inc.
Dept. 5011, 750 Stanford Avenue,
Standard Laboratories, Inc.
Dept. 5011 750 Stanford Avenue,
Los Angeles, California.
Please send me trial tube of Stacomb for which I enclose ten cents.
Name
Address
City

THIS ADVERTISEMENT PICKED A SPECIFIC AUDIENCE AND SPOKE SPECIFICALLY TO IT

Combed." Hard by appeared a picture of Adonis at a Main Street tavern, immaculate, as if his hair actually had been born that way. A

brief paragraph displayed the offer of a 10-cent trial tube with "the coupon below."

The copy was as simple and direct. It began: "Unruly heads of hair by hundreds of thousands now stay neatly combed all day. . . . A new product—*Stacomb*—does it in a most effective way." Next followed directions showing ease of use. Finally, an outline of such other benefits as increased hair life and value to the eager young commercial climber. A well displayed coupon made sampling convenient for those unable or not disposed to follow the suggestion to drop in at the dealer's.

A displayed box, with the simple heading: "Women," and an equally simple illustration of the crowning glory, told the value of Stacomb to members of the fair sex afflicted with after-shampoo wildness.

This specific copy found its mark. Inserted 3 times in as many newspapers, it returned 3,039 dime coupons requesting samples. This, in addition to an indeterminate dealer sale.

* * *

ECONOMICS: In every office, school, and dance hall, there are men with independent hair.

MERCHANDISING: Stacomb keeps hair combed.

PSYCHOLOGY: The key to handsome appearance.

RHETORIC: Deductive presentation of "merchandising" point. Expository development of story.

ART: Deductive presentation of "merchandising" angle with illustration of well-combed male—"psychologically" suggestive. Lesser scale for female. Cheltenham Bold headline, displaying two words in captials and lower case; the remainder underneath two sizes smaller, in lower case. Characteristic script logotype, well displayed.

FACTS AND FIGURES

Product: Hair Dressing
Price: 10 Cent Sample
Space: 600 Lines
Media: N. Y. Evening Journal, N. Y. Times, N. Y. Daily News

Cost: $1,592.10

Inquiries:
Journal ..... 977 dimes
Times ..... 701 dimes
News .....1,361 dimes

CASE 12 B

New Cosmetic Makes 800 Sales from First Ad

More Proof That Advertising Actually Can Sell Goods!

THE Curl O'Wave Company manufactures bulk chemicals. Trade conditions made entry into the retail field desirable. So this liquid hair-curler was selected to lead the line.

The curler was chosen because of its timeliness with the then current curly hair fad, and because its intrinsic virtues far exceeded those of competitors.

An attractive bottle, label, carton and circular were designed.

In marketing Curl O'Wave, the company did not wait for the old bogey of dealer inertia, to put in its appearance.

Instead, they decided to prove at their own expense that there was a market—and a big one—for their leader.

An advertisement was prepared containing the full sales story. A coupon was attached, directing all orders to the plant.

The very first insertion brought over 800 actual sales! This was exclusive of inquiries, returns, etc. Such results in mail orders would open any dealer's eyes as to the potentialities of the product distributed through regular retail channels!

* * *

ECONOMICS: Money tight. Women cautious. Liquid hair curlers popular but running fitfully. Permanent wave fad.

MERCHANDISING: "Permanent" feature at low price.

PSYCHOLOGY: A beautiful "permanent" now within reach.

RHETORIC: Expository; sensational; ultra simple diction. Note emotional and reasoning sequence.

ART: Simple typographic layout.

FACTS AND FIGURES

Product: Liquid Hair Curler
Price: $1.87 Bottle
Space: 2 Columns
Medium: True Romances
Circulation: 500,000
Cost: $681
Sales: 800
Author: Advertising Service Bureau Macfadden Publications, Inc.

FREE!
SEE OFFER IN BOX BELOW

The glorious permanent waves of Claire Windsor, co-starring Metro-Goldwyn Mayer Player.

At Last— Permanent Wave

In Bottles—at only $1.87

AMAZING news to women who want luxuriantly curly hair *all the time*—a revolutionary new method of *permanent* waving that comes in *bottles*, costs but $1.87, and is **Guaranteed!**

Many Methods of Curling

Here [illegible] have their ways of curling from among the following three methods:

1. The Electric—*This is permanent to be sure*, but frightfully expensive, costing $15.00 and more and [illegible] growth.
2. The Iron—This lasts only a [illegible] with [illegible]
3. Curling Paper—This is only temporary *but is not harmful because it is the closest approximation of Nature's own method of creating curly hair!*

The Ideal Method

It is thus seen that the ideal method of curling sought by scientists for [illegible] has been the one achieving the *permanent effects* of the Electric Wave—with the *Natural Methods* of the [illegible] Wave. A seemingly impossible ideal, [illegible] an ideal which has inspired the untiring and [illegible] efforts of a famous French-American chemist [illegible] years.

The Test

It has been a matter of several years since the chemist discovered the [illegible] method of *permanent* wave [illegible] like wildfire today throughout the [illegible] breadth of America.

During that time, exhaustive tests have taken place with women having the stiffest and straightest hair imaginable. Women who had long given up hope of keeping curly hair.

The luxuriously beautiful fascination of naturally wavy hair can be yours

NATURE'S OWN WAY!

[illegible] to be absolutely harmless!

[illegible] the day, much less [illegible] without an electric [illegible]

[illegible] been astounding [illegible] women it [illegible] [illegible] at [illegible] [illegible] able to [illegible] that is [illegible]

The Ideal Achieved

So now the secret is out! A marvelous liquid tonic, called "CURL-O'WAVE," used together with our [illegible] curling papers. The [illegible] treatment lasts 3 to 4 days [illegible] to ten days. The [illegible] and more. Your [illegible]

Your hair will have that wildly lovely, luxuriously beautiful fascination of naturally curly, wavy hair! And these results will be

PERMANENT!

Guaranteed!

The happiness is [illegible] ready promised! It [illegible] been put [illegible] guaranteed—*On an absolute money back basis!*

A $15.00 Wave for $1.87

Don't delay a single day winning this wonderful beauty for yourself. You need send no money. Just fill out the coupon below and mail it. When the postman brings you your large introductory bottle of "CURL O'WAVE," simply pay him the small introductory price of $1.87 (which just covers cost) and a few pennies postage. Act now, and the beauty of an actual permanent wave is yours. [illegible] to be out when the postman calls [illegible] and we will pay the postage.

FREE OFFER!

[illegible] those taking immediate advantage [illegible] introductory offer, we will [illegible] "CURL O'WAVE" [illegible] at only a few [illegible] hands [illegible] on hand. [illegible] this [illegible] at my permanent [illegible] making this [illegible] which entitles me to a set of genuine Tortoise Kurlers absolutely free

CURL O'WAVE CO.
500 Fifth Ave.
Suite 401A
New York City

Gentlemen: Please send me your large introductory bottle of "CURL O'WAVE." [illegible] I understand that [illegible]

Name .....

Address .....

City .....

PERMANENT

CURL O'WAVE

Formerly Sold by Us All Over U. S. as "Stacurl"

SPACE COST $681. DIRECT ORDERS TOTALED 800 AT $1.87 EACH

CASE 13 B

200 Agate Lines on Powder Vanity Net 9,500 Silver Quarters

Time-tried Appeal Proves Its Efficiency Once Again in Headline of Beauty Aid Advertisement

THERE are others beside the annual crop of hopeful graduates besieging advertising agencies with a view to "learning the game" who consider advertising a sort of magic wand. One waves it (only a figurative description of advertising production, of course, but it's just as simple as that) and lo! one more product is in national demand—one more advertiser is a logical subject for a success story in the *American Magazine*. New and untried advertisers spring up perennially, and all of them (especially those with inadequate appropriations) attribute impossible virtues to the more or less simple process of selling by the printed word.

Having spoken thus cruelly of naive souls who believe in fairy tales and Santa Claus, we shall about face with the statement that there does seem to be magic in advertising. How could it be otherwise in a pursuit dealing with those fragile, colorful, mysterious things—words? . . . Advertising is by no stretch of the imagination a wishing wand but its user does count, among his more practical tools, a certain number of verbal talismans.

Words they are; common everyday words of one or more syllables. Watch advertising headlines and you'll see them again and again, recurring sometimes through mimicry or tradition, oftener by fixed and subtle design. "Sale"—"Save"—"Special"—sister words, and about equally powerful in their proper places. "Free"—a word so good that it has been universally misused, and has lost caste. "Beauty"—something of a generic term for many words of strong feminine appeal. And the star of the lot—"New"—a word of such irresistible attention-value that we find it affixed to products old and new, commonplace and extraordinary.

"Pooh!" say the experts. "No magic about the effectiveness of those words. They appeal because—" Yes, we know, but let's not listen.

Speaking purely from the viewpoint of words as such, we're sure you'll agree that "sorcery" has a more seductive sound than "psychology." "The New Style in Face Powder," said the La-May, Inc., headline. You couldn't call that second word sensational—yet it attracts the eye, somehow, like a staggered exclamation point. Style is a good "new" word too, while "Face Powder" suggests the beauty appeal. Here, then, is the message flashed to the feminine reader by this headline—"A new (therefore entirely different, and likely to succeed where others have failed) way to become more beautiful."

Interest awakens in the fair reader's eyes. Lightly they leap a block of eight-point type, to read in slanting script, "The Perfect Loose Powder Vanity—Regular 50c. value for 25c." In other words, "Special!" . . . From there back to the eight-point, to discover why, when, where and what is the new style in face powder. Then she clips the coupon and, along with 9,511 of her sisters, mails a silver quarter to the manufacturers of La-May Face Powder for one of the blue enamel vanities filled with powder which, she hopes, will beautify her in an entirely *new* way!

Nine thousand five hundred and twelve silver quarters through the mail ($2,378) would be an interesting amount to receive from one advertisement for a low-priced article, under any circumstances. When it is noted that there is no option as to the manner of remittance—stamps evidently not being desired, and money orders not suggested—the return becomes even more interesting. Incidentally, it seems to dispose definitely of the bugaboo question so anxiously considered when mail order advertising is being planned—"Is the price easy to send by mail?"

A dime may be slipped inside a folded paper, enclosed in an envelope, and be quite inconspicuous. A dollar bill presents no problem. A quarter, on the other hand, advertises its presence inside the envelope, with a corresponding risk. Most advertisers feel that reluctance to send coins through the mail diminishes returns. La-May buyers were apparently nothing daunted by such a consideration.

There's more than one advertising moral to this tale, even if it does purport to be about sorcery. La-May Face Powder has been on the market for years. You don't need an untried product in order to

The New Style In Face Powder

THE style in face powder has changed. Smart New York women no longer use powder to cover the skin like a paint; they use a powder that improves the natural life-like beauty of their skin without showing conspicuously as make-up.

La-May (French, Poudre L'Amé) set this new style, La-May is different because it does not give the opaque appearance of the old-fashioned heavy powders. You cannot tell it from ordinary powder except that it goes on smoother and looks so much better. It gives a natural beauty you cannot detect from a youthful, naturally pretty complexion. It leaves no suggestion of make-up. The difference between this new style transparent La-May and the ordinary old-style opaque powders is that the opaque powders paint the skin, hiding the natural life-like glow of the complexion. The average old-style powder gives a corpse-like appearance instead of a fresh, healthy, natural tone. La-May meets all the requirements of a perfect face powder but also increases the natural life-like glow of your skin.

La-May is made by a secret formula; it contains only the finest and purest ingredients that doctors and skin specialists prescribe as a beauty medicine for your skin, to refine the texture of your skin and to prevent enlarged pores, blackheads and irritations. Over a million of our most intelligent American women are praising La-May; they say it keeps the skin young, stays on longer and looks better than any other powder.

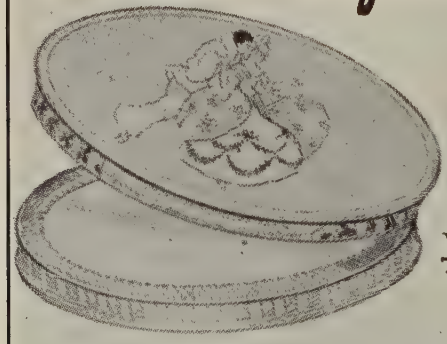
When you ask for your package of La-May be wise enough to refuse substitutes. La-May is sold by first-class dealers everywhere at one dollar—in White, Flesh, Brunette and Tan. You can get a large trial size for only thirty-five cents. Remember, Five Thousand Dollars Reward is offered anybody who can buy a better, a finer, a purer or a safer powder than La-May anywhere at any price, even at Five Dollars a box. If you want to try La-May—if you want a perfect Loose Powder Vanity filled with this pure La-May—read the special offer printed below.

Loose Powder Vanity At Half Price

Every girl that sees this wonderful new La-May Sport Vanity for loose powder wants one. That's why it is used by more women than any other Vanity sold in America. It is not only charming in appearance but delightfully, perfectly convenient. Every time you open the box you find just enough powder on your puff. No spilling—no breaking and crumbling—no glue or plaster of paris as in a compact. This vanity is very thin, dainty in size (two and one half inches in diameter) made in lustrous blue enamel with mirror and holds a thick, soft, wool puff. You easily refill it with powder by lifting out the sifter tray. Every time you open the box you find just enough powder on your puff. These La-May Sport Vanities were made to sell in the stores for fifty cents, but to get you to try La-May Face Powder we will send one to you filled with La-May in White, Flesh, Brunette or Tan for half price, twenty-five cents. But you must use the coupon below and send it to us with a twenty-five cent piece (not stamps). Only one to a person.

It's Here!

The Perfect Loose Powder Vanity



VERY THIN

Regular 50¢ Value for 25¢

Beautiful Blue Enamel Will Never Tarnish

LA-MAY, INC., 216 West 18th Street, New York, N. Y.

Gentlemen:—
Enclosed find a twenty-five cent piece for which send me a regular fifty cent La-May Sport Vanity—filled with La-May Loose Powder in color checked below. (Print your name plainly.)

Name _____

Street & Number _____

City _____

I have drawn a circle around the color powder I want in my vanity.

Flesh
Brunette
Tan
White

SAMPLE REQUESTS PAID THE COST OF THE ADVERTISING; DEALER SALES, THEREFORE, WERE CLEAR PROFIT

get one of advertising's sure-fire appeals—news value—into your headlines.

* * *

ECONOMICS: New ideas in beauty always welcome.

MERCHANDISING: Popular type of vanity at low cost, introducing maker's face powder.

PSYCHOLOGY: Try new way to beauty at special price.

RHETORIC: Descriptive, news style.

ART: Attention centers on cut of vanity case. Script display of offer.

FACTS AND FIGURES

Product: Vanity Case and Powder
Price: 25 Cents
Space: 200 Lines
Medium: True Story
Circulation: 2,000,000
Cost: $2,050
Sales: 9,512
Author: Herbert Roystone

CASE 14 B

9,267 Women Mail the Coupon Offered in Antiseptic Salve Half Page

Prove That You Understand the Prospect's Problems and Nine-Tenths of Your Selling Job Is Done

HORATIOS and Rolands are few indeed. But crises in the Battle of Life are common to us all.

Relatively insignificant may be these trials and tribulations of "the great unwashed"; but to each human heart, the shock of a red hot pot handle may be akin to Savonarola's at the stake; the chill at a red flecked paring knife may be as Caesar's when he fell.

The profound psychological minds behind the advertising of Unguentine, an antiseptic salve, had full cognizance of the drama with which such domestic crises can enwrap themselves.

Having for sale a product of marvelous germ killing and tissue soothing properties, the Unguentine advertising counsel found themselves solidly placed on the platform of complete physician and hospital acceptance; recognized their eventual and most extensive market as being the millions of medicine chests throughout the homes of the land. They set themselves the task of winning such lucrative distribution by means of the printed word and picture.

No conventional, auto-eulogizing descriptions of a miraculous chemical achievement did they prepare for publication. No modest tabulations of suggested "uses" did they list, with institutional dignity. Instead, they stopped the browsing reader with a public acknowledgment of *herself*, in the throes of a familiar domestic crisis.

"Always unforeseen—always happening!" read the sympathetic headline. On the same block was mounted a simple half-tone: the reader herself, in front of a red hot tray of biscuits half out the oven door, gazing with pained expression at a painful finger.

In two paragraphs of 18 point Roman, a subhead speedily assured the reader that suffering from such a common catastrophe was no longer necessary; that a famous remedy of physicians and hospitals was now available for home use.

Always unforeseen -
- always happening!
No need today to suffer hours of torture from burns —no need to risk dangerous infection from cuts and other wounds.
You can now have in your own home the remarkable remedy used daily by thousands of hospitals and by physicians everywhere.
A HOT oven door—a pot of scalding water—a sharp jarring knife—accidents no home seems able to avoid!
Today medical science has developed a remedy that gives almost instant relief. A remedy so effective that it is now used by physicians and hospitals throughout the entire country.
This remedy is Unguentine.
For burns and skin injuries of every kind—apply Unguentine at once, and bandage lightly where necessary. Relief is almost instant!
Highly antiseptic—Unguentine immediately kills dangerous germs of infection that need but a slight break in the skin to gain a foothold. Unguentine is not in the least harsh or irritating. Even on an open wound its effect is immediately soothing. It stimulates the quick healing of the tissues, and often prevents the formation of an unsightly scar!
There is nothing like Unguentine made today. No medicine cabinet should be without it. 50 cents at your own druggist's. Or the coupon below will bring you a sample tube free of all charge.
Made by The Norwich Pharmacal Company, Norwich, N. Y. Canadian Agents: Harold F. Ritchie & Company, Ltd., 10 McCaul St., Toronto, Ontario.
THE NORWICH PHARMACAL COMPANY
A trusted name on pharmaceutical preparations
FREE
A generous tube
Unguentine
Norwich
THE NORWICH PHARMACAL CO.,
Norwich, N. Y.
Please send me trial tube of Unguentine and booklet
Name
Street
City and State

THAT THIS THOUGHT TOUCHED THE RIGHT SPOT, IS INDICATED BY A 9,267 COUPON RESPONSE

The main copy began with a sympathetic recital of the woes to which most housewifely flesh was heir, continued with an exposition of Unguentine's peculiar germicidal and healing properties, concluded with the suggestion of a fifty cent tube purchase at "your own druggists."

The very last sentence of the copy and a 24 point light face italic display line offered a free sample tube. A generously sized coupon at the very bottom repeated the sample offer and made the additional proposition of a free first aid booklet by "Michael Webster Stofer, M.D."

Was the sales talk seen? Was a sympathetic chord touched in the reader? Did housewives feel that here was a product created with keen understanding of their painful problems?

Direct returns from the first two column insertion in a leading "woman's" magazine gave the answer. The total was 9,267 coupons.

* * *

ECONOMICS: Constant need for a household antiseptic. Many antiseptic preparations on the market.

MERCHANDISING: The most efficient product for killing germs and healing tissue.

PSYCHOLOGY: *Relief,* in the familiar accidents.

RHETORIC: Inductive presentation of "merchandising" appeal. Deductive presentation of "psychological" appeal. Human, authoritative and restrained in style.

ART: Handlettered headline. Wash illustration of psychological situation. Displayed product logotype in characteristic bold handlettering. Displayed coupon offer in light face italics. Displayed company trade mark. Retouched photograph of tube set at attention getting angle bordering coupon, so as to illustrate package and suggest sample offered. Generous coupon at bottom.

FACTS AND FIGURES

Product: Antiseptic Salve
Space: One-half Page
Medium: Ladies' Home Journal
Circulation: 2,392,521
Cost: $4,500
Inquiries: 9,267
Author: J. Walter Thompson Co.

CASE 15 B

New Face Powder Distributed by Sampling

15 *Cent Coupon Pays Cost of Ad*

A DARK haired, comely woman leaned over the glass shelf of her beauty counter. "They are all good preparations," she asserted, eagerly. "They all will do what they promise. They were made in France by specialists who know their work. The final proof is that my customers, once made, never leave me."

Surely there must have been a great market, outside of her own clientele, for so splendid a line of merchandise!

How to reach it; convince it; enroll it!

The fact was obvious that cold words in print could not tell the story profitably—without a large advertising expenditure. That merchandising to the dealers without advertising, was working under a distinct handicap.

Frankly, the amount of capital available for exploitation was limited, indeed.

"Let the product, itself, tell its own story," was suggested.

"Sample it," came the next thought.

And with the limited capital, the final step evolved automatically: "By mail."

Considerable study was given to the first advertisement.

It was immediately decided that free sampling would be too wasteful; a 15 cent price was placed.

And in order to still more emphatically avoid curiosity seekers, it was decided to tell the complete selling story in the advertisement: then only those genuinely interested would be likely to take advantage of the attractive trial offer.

This premier effort brought nearly 285 coupons and remittances. All real, live wire prospective customers, as reorders indicate.

* * *

ECONOMICS: Great interest in personal appearance; especially in the complexion. Also, great competition in the cosmetics field. Few powder preferences, however, based on any concrete reasons.

ENCLOSE ONLY 15¢ for MAILING
"The Boudoir," 620 West 141st St., N.Y. C.
☐ I have oily skin.
☐ I have dry skin.
This coupon entitles me to 1 handsome BERJU Compact FREE. I enclose 15c for mailing. White, Flesh, Rachelle, Peach.
Name
Address
BERJU
Given!
Compact!
What is the texture of your skin? Is it oily? Or dry? Knowing the answer is getting your first real hold on that rose petal complexion! With our new kind of powder we will prove it to you—free!
Always women have bought powder on the basis of favor rather than fact. One's oily or dry skin made only a difference in quantity of powder, rather than quality. And one's powder being in contact with the skin from dawn to dark—is it any wonder so many complexions suffer?
Now doctors of medicine and beauty have joined hands to produce a lovely new powder that is scientific. The "BERJU" compact, a name known from coast to coast. It comes in four shades and two qualities. One for dry skin. One for oily skin. The unfolding glory of your complexion scientifically powdered will prove the wisdom of heeding your complexion's individual needs!
Show yourself—at our expense! Write for the handsome compact we are giving away for a limited time. You will be amazed—overjoyed. Use the coupon above—now.
THE BOUDOIR, Dept. 124,
620 West 141st Street. N. Y. City

THIS AD PAID ITS OWN FREIGHT

MERCHANDISING: New, better powder.

PSYCHOLOGY: Beauty—proved without expense.

RHETORIC: Expository. Note emotional headline, rational copy lead, emotional close. Diction, simple, newsy.

ART: Solid 6 point typography. Note coupon at top for top-of-column position.

FACTS AND FIGURES

Product: Face Powder
Price: 15 Cents
Space: 35 Lines
Medium: Dream World
Circulation: 200,000
Cost: $35
Sales: 285
Author: Advertising Service Bureau, Macfadden Publications Inc.

CASE 16 B

Column Rouge Advertisement Spreads 50,000 Samples

The Game of Emotions, Providing You Don't Use a Pinochle Deck, Is Both Pleasant and Profitable

WE have heard about the Problem of selecting a brand of embroidery cotton. The Problem of choosing a garbage pail for the kitchen. The Problem of deciding on a satisfactory make of friction tape.

Which, if taken seriously, might well encourage universal suicide!

With the Owl Drug Company, chain store operators of Chicago and the Pacific Coast, it was the rouge Problem.

Since Cleopatra prepared for Marcus Antonius, women have been consciously dissatisfied with the effectiveness of their current beauty aids. Where boilers, breakfast foods and roller bearings mean little in their lives, any dissertation on increased beauty is sure to bring down the house.

The first sentence of the Owl ad, logically, was: "Here is a rouge that's distinctly different from any other. The climactic sentence, "Give yourself an opportunity to solve your rouge problem." The final sentence, "So until more agencies are established, we are mailing a generous sample FREE to every woman who answers this advertisement."

That was the advertisement.

Set in a single column, the sample package was boldly illustrated. The word "FREE" in 24 point connected the package with the coupon, and in black face, the coupon offered "a week's supply."

Did women acknowledge that they had a rouge problem?

Thirty-five thousand sample requests came almost by return mail. 15,000 more followed as the lone column was rediscovered during subsequent months. After two years, the Owl Drug Company reports that coupon sample requests are still being delivered by the postman *every day.*

* * *

ECONOMICS: Women are always interested in new methods of in-

creasing beauty. Cosmetic sales are at their highest point in history. Rouges, in particular, are coming into ever wider demand.

MERCHANDISING: A *new* rouge.

PSYCHOLOGY: Try it without cost.

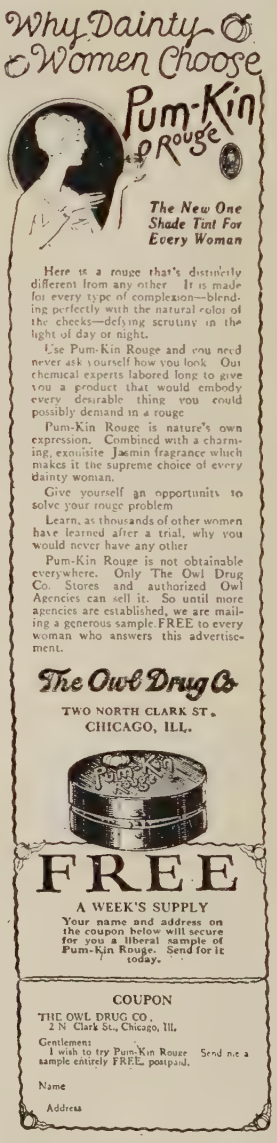
RHETORIC: Expository, verbose.

ART: Handlettered headline, logotype, and word "Free." Large display of product.

FACTS AND FIGURES

Product: Rouge
Price: Free Sample
Space: 1 Column
Medium: True Story
Circulation: 2,111,434
Costs: $1,225
Inquiries: 50,000

DOES 2.5 CENTS PER INQUIRY ESTABLISH THE WORLD'S RECORD?


Why Dainty Women Choose
Pum-Kin Rouge
The New One Shade Tint For Every Woman
Here is a rouge that's distinctly different from any other. It is made for every type of complexion—blending perfectly with the natural color of the cheeks—defying scrutiny in the light of day or night.
Use Pum-Kin Rouge and you need never ask yourself how you look. Our chemical experts labored long to give you a product that would embody every desirable thing you could possibly demand in a rouge.
Pum-Kin Rouge is nature's own expression. Combined with a charming, exquisite Jasmin fragrance which makes it the supreme choice of every dainty woman.
Give yourself an opportunity to solve your rouge problem.
Learn, as thousands of other women have learned after a trial, why you would never have any other.
Pum-Kin Rouge is not obtainable everywhere. Only The Owl Drug Co. Stores and authorized Owl Agencies can sell it. So until more agencies are established, we are mailing a generous sample FREE to every woman who answers this advertisement.
The Owl Drug Co
TWO NORTH CLARK ST.
CHICAGO, ILL.
FREE
A WEEK'S SUPPLY
Your name and address on the coupon below will secure for you a liberal sample of Pum-Kin Rouge. Send for it today.
COUPON
THE OWL DRUG CO.
2 N Clark St., Chicago, Ill.
Gentlemen:
I wish to try Pum-Kin Rouge. Send me a sample entirely FREE, postpaid.
Name
Address

CASE 17 B

3 One Column Lipstick Ad Net 13,114 Paid Inquiries

Another Advertiser Perfects a Formula

SAID the first daughter of Eve, "I want to be beautiful." Said the second daughter, "I want to be beautiful, '*and different.*'" The second daughter had by far the larger number of descendants. They have made the cosmetic business what it is.

The lipsticks manufactured yearly, placed end-to-end would make a road from Brooklyn to the Hollywood of their users' dreams. The rouge, if dumped in New York Harbor, would make a fine rose-colored island to be used as an immigration station. Which is a long way of saying that in the cosmetic business there is competition.

The George W. Luft Company, makers of Tangee rouge, lipstick, day and night cream and face powder, meet this competition by appealing to the descendants of that daughter of Eve who wanted to be "different." Five thousand of them a month, answer that appeal.

Of "Tangee" products, the lipstick and rouge are "different" in that they are orange-color, and change to rose when blended into the skin, thus producing an effect far more natural than that of many rose-rouges.

These two products are featured in the advertising because of this unique quality. In cloak-and-suit phraseology, these two numbers carry the line.

By very simple, straightforward, clear reasoning—the selling thesis is developed from this distinctive feature of the product.

Thus: Everyone wants to be beautiful. Coloring is an important element in beauty. More color, more *natural-looking* coloring will make you more beautiful. Tangee lipstick and rouge, absolutely different in color from all others—will give you lovely, *natural* color.

So consistently is this selling point stressed, and so uniform in excellence are the results, that the Tangee Company approaches the exactness of a formula.

It takes one column of space, starts off with one attention-attract-

Tangee Tangee Beauty!
The woman who is endowed with lovely natural color, and the one who owes hers to Tangee, are alike the envy of all others—and no one can tell which is which!
Tangee Lipstick, $1; Créme Rouge, $1.5 Rouge Compact, 75c Face Powder in Peach-blow, Rose, Cream, Rachel and White, $1.
Note: The most recent development in face creams has been accredited to Tangee DAY and Tangee NIGHT. These creams effectively improve the texture of the skin, and give the true basis for lovely color. $1 each.
TANGEE
Dept. 24
The George W. Luft Co.
417 Fifth Ave., New York
Please send me FREE the trial "Tangee Beauty Set," including Lipstick, Crème Rouge, Day Cream, Night Cream, and Face Powder. I enclose 10 cents to cover cost of mailing.
Name
Address
5457
COMPLETE
LIPS...
THAT MEN ADORE
HAVE BECOMING NATURAL COLOR WITH THIS AMAZING LIPSTICK
GIVE your lips just the right depth of coloring that suits you best—that adorable natural glow which men love.
Tangee Lipstick actually changes color to blend with your complexion. Whether blonde or brunette, Tangee gives you just the right shade of warm radiant coloring that most becomes you.
And Tangee keeps your lips soft and free from cracking, for unlike most other lipsticks Tangee is made with a cold cream base. Makes lips chapproof—kissproof—waterproof.
See for yourself how far superior to other lipsticks. Send for a generous trial size as described in sample offer below. And get FREE a precious booklet on "The Art of Make-up" which tells how to
Bring Out Your Good Points By Correct Use of Lipstick
Give your lips undreamed of allure; shorten wide mouth; make thin lips soft and warm—Wonderful what difference in your whole appearance when you know all the little tricks of make-up. "The Art of Make-up" has been prepared for Tangee by Mme. Russell, a famous New York beautician whose shop is frequented by many of New York's most beautiful women. We will send you a copy free with
Sample Set of Tangee Beauty Products
Contains generous trial sizes of Tangee Lipstick; Tangee cream rouge; Tangee Face Powder; Tangee Night Cream; Tangee Day Cream. All five for only 20c. Full sizes at your druggist or department store.)
Send for Tangee sample vanity set today. See how orderly sweet and lovely you can be when natural color is artfully applied. Fill in coupon at once.
MAIL THIS COUPON
Geo. W. Luft Co., Inc.
417 Fifth Ave., New York, N. Y.
I enclose 20c. (dimes or stamps) for your trial set of Tangee beauty products including lipstick, cream rouge, day cream, night cream, face powder, together with Free booklet on "Art of Make-up."
Name
Street
City
4819
INCOMPLETE
"How can I make myself more beautiful? . . ."
HOW often have you asked yourself that question? . . And what has been the answer? . .
Color! More color! Lovelier color! More natural color! . . . the kind that makes all the difference in the world, between being passably good-looking and really good-looking!
Artificial looking make-up won't do! The beauty of your lips must be brought out by a deep, rich natural glow—not hidden by a greasy smear. . . . And your cheeks, they too must radiate youth . . . with the soft petal-like bloom of a sun kissed rose delicate and lovely!
To discover this beauty for yourself, you need to do what thousands of others have done—you need to discover a make-up different from the rest—from all the rest—different in a hundred ways! . . Remember this one thought and let it guide you, for it's true. . .
"Tangee changes color, as it is put on, from orange to blush-rose, the glow of Youth—and no other make-up in the world does that."
Plan for tomorrow's loveliness by getting Tangee today! Tangee Lipstick $1, Tangee Crème Rouge $1, Tangee Rouge Compact 75c. Prices 25c higher in Canada.
Be sure to see the name TANGEE on each container.
TANGEE
Dept. 24
The George W. Luft Co.
417 Fifth Ave., New York
Please send me the trial "Tangee Beauty Set," including Lipstick, Crème Rouge, Day Cream, Night Cream, and Face Powder. I enclose 10 cents to cover cost of mailing.
Name
Address
3668
INCOMPLETE

THE "ART" APPEAL SEEMS NO HANDICAP HERE

ing picture of a pretty girl, adds a few words as to the naturalness of her beauty, mixes in thoroughly the fact that Tangee's special virtue is the natural appearance it creates, and the result is a recipe for close to 5,000 inquiries (twenty cents attached to each) a month.

There is an interesting indirect appeal in these ads. The selling talk is almost entirely about the lipstick and rouge. But, the attached coupon and two ten-cent pieces bring samples of the two creams and face powders besides. Thus the whole group of products is presented, with extreme economy of space and without the least diffusion of interest—by emphasis on the uniqueness of two of them.

* * *

ECONOMICS: Women ever interested in cosmetics.

MERCHANDISING: A cosmetic that is "different."

PSYCHOLOGY: Beauty through this "natural" lipstick.

RHETORIC: Exposition on beauty, developing into description of product.

ART: Photo of attractive girl (head, only). Display of logotype and full line of products.

FACTS AND FIGURES

Product: Cosmetics
Price: Sample 20c
Space: 3 One Column Insertions
Medium: True Story
Circulation: 2,000,000
Cost: $4,800
Sales: 13,614

CASE 18 B

6 Small-space Newspaper Ads Gain 1,000 Distributors for New Beauty Aid

An Answer to Those Who Contend That the Creation of a New Buying Habit Requires a Well-Rounded Budget

THE beauty specialist who first issued the ultimatum, "Madam, your skin is too delicate for ordinary cleansing methods; you should never use soap and water on your face," was not only inspired (in a strictly business sense); she was a pioneer. In all fairness, beauty aid manufacturers the world over should erect a memorial of that deed—perhaps a statue depicting Modern Womanhood throwing away a bar of soap with one hand, while she reaches for her cold cream jar with the other.

Madam Whoever-she-was (or it might even have been Monsieur Someone-or-other!) however she or he aided beauty, is responsible also for not a few wrinkles in the forehead of debating femininity. "Shall I, or shall I not, use water on my face?" is a question that has caused nearly as many headaches as the revolutionary problem of the last decade, "to bob or not to bob."

The cold-cream-alone method has many endorsers whose word carries weight with the multitudes. An interview with some famous stage or screen star—Gloria Swanson, for instance—declaring that no water has come into contact with her million-dollar countenance for the last fifteen years, converts many doubting Thomasinas. And the sales of cold cream, cleansing and tonic lotions, skin foods, almond meal and Kleenex mount—and mount—and mount. Even those hardened H_2O addicts who haven't the strength of mind to give it up entirely feel obligated to use cold cream as an antidote after each fresh water indulgence.

Now, powder and rouge, lipstick and eyebrow pencil, are made in compact form and can be carried about with ease; whereas the very smallest jar of Milady's favorite cleansing cream, together with the means for removing it, would strain even the "trunk size" of handbag to bursting point. What to do, then, when make-up must be re-

newed far from the home dressing table? Even water, that last resort, is sometimes not available; and the makeshift method of applying a new layer of make-up without removing the old is particularly distasteful when traveling or motoring, or at the end of a tiring busi-

freshen up with
freshies
they make the face feel fresh and clean
TISSUE TOWELETTES
SATURATED WITH
COLD CREAM
Freshen
Up With
Freshies
freshies
Booklets of Crepe Tissue Leaves treated with Cold Cream
TO BE CARRIED in the handbag; for business, motoring, traveling, sports.
Handbag Size 50¢
Attractive Tin Boxes $1.00
freshies
PATENT APPLIED FOR
PRICE 50¢
Booklets of cold cream to carry with you
PUT THEM IN YOUR HANDBAG
FOR BUSINESS · TRAVELING · MOTORING · SPORTS
Grimy Faces need a cleansing--Put Freshies in your handbag--For Busines, Traveling, Motoring, Sports.
FOR SALE AT BETTER DEPARTMENT STORES AND LIGGETTS' DRUG STORES.

TYPICAL OF THE SIX DIMINUTIVE INSERTIONS THAT MADE 1,000 DEALERS STOCK

ness day. There's a real need here. So, naturally enough, a woman thought of "Freshies."

There was a long, hard road between the thought and the realization of leaves of cold cream-coated tissue in booklet form, in a

small flat envelope that can be carried as easily as a letter in handbag or pocket. It was hard to find a tissue thin and strong enough, and a really good cold cream that would not turn rancid after it had been transferred. And after the product, and even the package, had been perfected, then came the hardest problem of all. As the woman who has handled the merchandising of "Freshies" from their very beginning expresses it—

"Advertising a product that supplies a recognized need—making a logical statement of advantages over similar products previously purchased—changing the buying habit from one brand to another—these are big jobs, hard jobs, costly jobs.

"But to make the public aware of a need which has been only subconsciously recognized—to meet a long-felt want which has never been definitely expressed—to offer a product that has to create a new buying and using habit—to educate thousands of dealers to the advantages of a "plus" sale, and clerks behind the counter to customarily suggest that "plus" sale—this is a bigger job.

"And to do it on a very limited appropriation is perhaps the biggest job that advertising could be asked to do, especially when it has the gigantic task of introducing not only a new product and a new firm, but a new generic name."

A sales "force" that hardly deserves the term, and an advertising appropriation that would be classed as utterly impossible by old and tried advertising agencies! Well, that means a number of things. First of all, the product must be sterling. Every member of the tiny sales force must believe in that product and its possibilities, with all his heart. And every cent of the appropriation must be concentrated where it will do its utmost.

City by city, was the slow but eminently wise merchandising plan of the Freshie Company. Less than half-a-dozen almost minimum space newspaper advertisements were used in each case, with some coöperative advertising, in twelve key cities of the east and middle west. But how carefully those advertisements were planned, for maximum display value, to give the impression of quality, and to stamp on the reader's memory the charmingly modern and insouciant miss of the "Freshie" package, whose likeness is repeated in all advertising

and in all displays! Each advertisement told what "Freshies" are, how they can be used and why, in the least possible number of words. And although they carried no coupon and no key number, this was keyed copy indeed. With no magazine advertising, no direct-by-mail, nothing but a minimum of personal selling to back it up, this copy has created a demand that has placed "Freshies" in over a thousand of the country's leading stores, from Maine to Michigan. . . . This year a national campaign is being planned, to gain national distribution for "Freshies."

As the author says with justifiable pride of her first unkeyed "Freshie" keyed copy—"In dollar-for-dollar value, beat it if you can."

* * *

ECONOMICS: Many women prefer cream to water as a complexion cleanser. Cream is frequently inconvenient to use.

MERCHANDISING: Face cream and remover combined in handbag size.

PSYCHOLOGY: Be always at your best.

RHETORIC: Concise, slogan style.

ART: Planned to give maximum prominence to name of product and trademark in minimum space.

FACTS AND FIGURES

Product: Beauty Aid
Price: 50 Cents and $1
Space: 25 to 140 Lines
Media: Newspapers in twelve cities
Results: Product Placed with 1,000 Distributors
Author: Lois Z. Guck

CASE 19 B

Single Column 2 Inch Ad for Hair-Waving Preparation Brings in 785 Fifty Cent Pieces

Another Miracle of Small Space

EVIDENTLY there is a belief abroad in the land that gentlemen prefer curlyheads. Odd that this should be so, since, for several years, the smoother one's haircut, the smarter, and, of course, the straighter one's hair, the smoother the haircut could be. However, more feminine fashions return again, and perhaps the wish for tresses returns with them.

Besides, old memories die hard, and the desire for "natural curly" hair hangs on, from the days when we all had spinster aunts who boasted about being plain spoken,—and told us plain spokenly how ugly our straight hair was. Probably they wanted to cure us of vanity or some such, and so left us with fixations.

To get on with the story . . . the Vlotoline Laboratories manufacture a product, by the same name, which is "guaranteed to transform the straightest hair into beautiful, lustrous, natural, soft waves."

In their advertisement, they tell their story in a sentence briefer than that last. "Straight Hair Can Be Made Soft and Wavy." And that, with a thumbnail sketch on a wavy head, in upper left corner, and another, in lower right, of a bottle of Vlotoline, and its price, is that.

To be sure, there is a paragraph of copy—good, forceful expository copy, too . . . but it is in six-point and four-point. The ad is reproduced at double exact size for your convenience.

The worth? 785 fifty-cent pieces within three weeks of publication!

* * *

ECONOMICS: Curly hair is generally considered preferable.

MERCHANDISING: Liquid to make straight hair curly.

PSYCHOLOGY: Be attractive.

RHETORIC: Deductive presentation of "merchandising" story. Short sentences and words.

STRAIGHT Hair
can be made
Soft and WAVY
Why envy other people blessed with wavy hair? Wonderful new preparation known as VLOTOLINE (Vlo-to-leen) guaranteed to transform the straightest hair into beautiful, lustrous, natural soft waves. Amazing colorless liquid—Makes "Waves that stay." Not affected by dampness or heat. Lasts from shampoo to shampoo. VLOTOLINE—is absolutely greaseless and harmless—contains no alcohol. Special 4 treatment size sent postpaid for 50c. Money refunded if not pleased.
VLOTOLINE LABORATORIES, Inc.
Dept. 50
224 E. 42nd St. New York City
50¢

THE 785 RETURNS WITHIN 3 WEEKS SHOULD BE DOUBLED BEFORE THIS AD CEASES TO PULL

ART: Handlettered dynamic headline. Line drawing of curly head, bottle and price.

FACTS AND FIGURES

Product: Liquid Hair Curler
Price: 50 Cents
Medium: True Story
Circulation: 2,000,000
Cost: $243
Returns: $392.50 (within 3 weeks)
Author: The Franklin Advertising Agency

CASE 20 B

Revised Shampoo Ad Jumps Business 500% in Month

Catching Flies with Honey, Etc.

THE titian-tressed woman tripped by, with a little shrug of her shoulders, as if perpetual admiration had begun to bore her.

The two matrons approaching from the opposite direction, stiffened, stared, leered meaningly at each other.

"Henna," hissed Matron Number One.

"Yes, *henna,*" reinforced Matron Number Two.

And another redskin bit the dust!

Just in a very recent yesterday, the idea of henna in a woman's hair was almost sufficient to warrant excommunication.

Came upon the scene of a group of enterprising Daniels with a new shampoo containing henna! And, what is more, the shampoo was yclept "Hennafoam!"

"Henna, properly used, is harmless," they reasoned. "It does not change hair color noticeably. On the contrary, it gives only a peculiar glint to the hair that renders it most fascinating.

"And so," they concluded, "all that is necessary is for us to tell women the truth about henna—tell them that henna is neither harmful nor shameful."

A bold newspaper campaign was placed and run. Impressive color pages at every hand, shouted, cried, declaimed that accepted ideas were all wrong, henna would not change hair color. The truth.

Result: sales kept diminishing; the red column, as if in mockery to the product, kept increasing.

At the conference of advertising experts a new voice spoke up: "Women never like to be told that they are wrong. Whichever women have been reading this campaign have not believed it, and have resented being jarred from their comfortably ancient beliefs.

"But, for my part, I can hardly admit that many women even read the advertisements in the first place. The first impression such pages as these give is 'Henna-DYE-in-shampoo.' And that's enough to frighten away our good wives!"

So it was decided to change the story presentation form from negative to positive. Instead of being contradicted, women were to be agreed with that, "yes, henna was a remarkable power," and then were to be instructed how this remarkable power could make them more beautiful!

Changing the rôle of Daniel with his sermon to that of young Dan

Henna Does *Not* Make Hair Red
Most women have an altogether wrong idea about henna. They do not know that henna is the best thing that can be used to beautify the hair
Hennafoam Contains No Alcohol
This New Discovery Makes Glistening Hair
Hennafoam
TRADE MARK REG
SHAMPOO
Makes the Hair Bright and Glistening
Never Changes the Color
THE HENNAFOAM GUARANTEE

TYPICAL OF THE UNSUCCESSFUL CAMPAIGN

with his shafts, changed the complete fortunes of the Hennafoam Corporation.

Less than a month after the last gasp of the old campaign had appeared the new crusade was started.

It was proved beyond a shadow of a doubt that in the month following the appearance of the one new advertisement, the Hennafoam business in New York had increased more than 500 percent!

BLONDE
Dreams of old romance—
And in the gold of her hair the rich radiance given by "a touch of henna in the shampoo"
BRUNETTE
Dreams of mysterious amours—
And in the night of her hair, the lustrous glow of "a touch of henna in the shampoo"
BROWN
Dreams of legend-love—
And the beauty of her hair exalted by the magic of "a touch of henna in the shampoo"
My secret?—
A touch of henna in the shampoo
for the hair of every woman, to bring out all its lustrous beauty."
An interview with an internationally famous hairdresser—By HELENA J. KNIGHT
HENNAFOAM SHAMPOO combines a touch of henna
50c
a bottle
at all dealers'
Hennafoam
SHAMPOO
There is only one kind of Hennafoam Shampoo. It is prepared for use on every shade of hair. It is particularly suited to the hair of children.

THE COPY APPEAL THAT "MADE" THE HENNAFOAM BUSINESS

Every Hennafoam advertisement, since that time, has been practically a replica of this first copy. All have worked as magically as the first. The campaign has now been extended beyond the newspapers to general magazines.

* * *

ECONOMICS: Women feel strong distrust of henna.

MERCHANDISING: Henna gives hair glint.

PSYCHOLOGY: A beauty secret.

RHETORIC: Argumentative. Slight retention of the negative phase Note powerful emotional lead, limited reasoning, emotional conclusion. Diction delicate, feminine.

ART: Large "Nell Brinkley" illustrations in color.

FACTS AND FIGURES

Product: Hennafoam Shampoo
Price: 50 Cents
Space: 1 Page
Medium: N.Y. Evening Journal (Saturday Magazine)
Circulation: 668,000
Cost: $3,000
Sales: Increased 500 Percent
Author: J. R. Gousha, Harry C. Michaels Co.

CASE 21 B

200 Line Shampoo Ad Nets 16,114 Inquiries

A Time-tried Method Brings in Results Again

THE Hennafoam Corporation are makers of Hennafoam Shampoo, a liquid which contains just enough henna to make the hair bright, glossy, alive-looking without affecting in any way its natural color.

So confident are its makers that to know Hennafoam is to use it that they trust to a time-proved formula: an attention-arresting cut *and headline that includes the free offer.* A drawing of a girl with thick, shining hair a headline that says "Free to Every Girl, Brilliantly Lustrous Hair. Send the Coupon Below," and 16,114 women mail in the coupon forthwith.

Which seems to be evidence to the effect that if the advertiser believes that the most effective way to sell his product is to place a sample in the hands of as many people as possible, as rapidly as possible, "Free—this or that or what-not—just send the coupon below," is the most efficient method of attaining that *desideratum.*

* * *

ECONOMICS: All women want beautiful hair.

MERCHANDISING: A free sample of shampoo to make hair bright.

PSYCHOLOGY: This unique touch of henna is beautifying.

RHETORIC: Expository. Deductive presentation of "merchandising" point. Sensational.

ART: Small, identifying cut of head and hair. Type headline. Bold logotype display.

FACTS AND FIGURES

Product: Shampoo
Price: Fifty Cents; Sample, Free
Space: 50 Lines on 2 Columns
Medium: True Story
Circulation: 2,000,000
Inquiries: 16,114

Free

to Every Girl

Brilliantly Lustrous Hair

SEND THE COUPON BELOW

JUST by sending the coupon below, you will learn the secret of ravishingly radiant hair! Your home shampoo will become a beauty-miracle! Your hair will be so full of living, sparkling, natural lustre that everyone you know will marvel at it!

Clip the coupon! Put it in the mail today! Almost immediately you will receive a carefully packed bottle! In the bottle will be a clear, delicately fragrant liquid. And that liquid holds *the secret of marvelous, natural brilliance for every girl's hair.* For bobbed hair or long hair. For blonde or brunette.

That liquid is a generous sample of a superbly beautifying home shampoo. The secret of this shampoo is a *touch of henna,* just the *right touch* to awaken all the natural lustre in every shade of hair without affecting its color.

In the liquid, pure refined vegetable oils thoroughly cleanse and invigorate the hair and scalp. They make the hair softer, fluffier, more luxuriantly lovely. And all the while that *touch of henna* works beauty-magic!

This coupon means a new and glorious charm for you. Send it today!

Hennafoam SHAMPOO

TRADE MARK REG.

There is only one kind of Hennafoam Shampoo. It is a liquid shampoo for cleansing any type of hair and bringing out its richest natural lustre without affecting its color.

Clip Here

Hennafoam Corp., 511 West 42nd St., New York, N.Y.

Please send me absolutely free a bottle of Hennafoam Shampoo.

*Name*_____

*Address*_____

_____

TS6

CASE 22 B

Two 85 Line Shampoo Ads Pull 1,672 and 1,389 Two-Cent Stamps

If Enough Is Said About the Reader, Not Too Much Need be Added About the Product

ALL during the oyster season, feminine thoughts, escaping from typewriter, ribbon counter or diaper, inevitably turn to Paris styles. But with the coming of the merrie month of May, such vagrant thoughts desert the dressing and concern themselves with the noble clothestree underneath. Visions of simple bathing suits on the sand, sleeveless organdies among the flowers, earthy knickers on the trail stimulate an active trading in fat reducers, fat increasers, hair removers—and hair cleaners.

With the routine of the groundhog, therefore, does Canthrox Shampoo time its advertising.

Everyone knows Canthrox, yet, the truth is, the typical year's campaign consists of but two 85 line ads, each inserted in 4 "women's" magazines . . . the point is, they are published in a staggered schedule through the spring and summer, when everyone particularly needs shampoos; buying habits formed at this susceptible period might logically be expected to persist throughout the year.

The two Canthrox ads of the 1927 campaign were very simple in substance and in expression. First came the photograph (hatless head and shoulders only) of a typical summer girl. Next, a copy lead that sang the song of beauty from woman's crowning glory. Finally, a word picture of Canthrox's efficient removal of dirt and excess oil.

A modestly displayed box at the bottom of the copy, captioned "FREE Trial Offer," suggested the reader's sending a two-cent stamp for "one shampoo free."

In 3 out of 4 of the magazines used, the first insertion pulled the best returns, totaling 1,672 two-cent stamps. The second insertion followed closely with 1,389 stamps. A complete tabulation is summarized herewith.

Nothing Better

—in all the world—than this famous beauty aid on which millions of the world's fairest "Gentlewomen" depend—Canthrox Shampoo. They know that careful washing with the right shampoo is essential. Experience proves the wonderful power in this preparation.

Canthrox brings out all the natural beauty in the hair, making it thoroughly clean, brightening each strand and making it fluffy and full of luster. Dissolve a teaspoonful in a cup of warm water. Apply to scalp and rub in thoroughly all over the head. The thick, creamy lather will remove all dirt and excess oil. At all drug stores.

CANTHROX
SHAMPOO

FREE Trial Offer—To prove that Canthrox is the most satisfying and economical hair wash, we will send one shampoo free to any address on receipt of 2 cents postage.

H. S. PETERSON & CO.
16 Peoria St., Dept. 2
Chicago, Illinois

THE FIRST INSERTION TOTALED 1,672 TWO-CENT STAMPS

A Frame of Lovely Hair

Like an aureole of beauty is that soft, fluffy, lustrous "frame" of newly washed hair! A shampoo with this wonderful preparation is a joy—so easy to use, so satisfying in results.

CANTHROX
SHAMPOO

—is the universally favored way to develop the healthful luster and natural waviness of the hair. It softens and removes dandruff, dirt and excess oil, leaving the hair beautiful and seemingly abundant. The soft, fragrant lather has a stimulating effect on the scalp, encouraging hair growth. To use Canthrox, dissolve a teaspoonful in cup of warm water. This is enough to go all over the head. On sale at all drug stores.

FREE Trial Offer—To prove that Canthrox is the most satisfying and economical hair wash we will send one shampoo free to any address on receipt of 2 cents postage.

H. S. PETERSON & CO.
16 So. Peoria St., Dept. 9
Chicago, Illinois

SECOND INSERTION FOLLOWED CLOSE WITH 1,389 STAMPS

ECONOMICS: Women hair-conscious in outdoor season. Many shampoos and toilet soaps used.

MERCHANDISING: Canthrox removes summer dirt and excess oil.

PSYCHOLOGY: Bring out the beauty of your hair.

RHETORIC: First insertion: deductive "merchandising" and "psychological" headline; deductive "merchandising" copy approach. Second insertion: inductive "merchandising" headline; deductive "psychological" headline; deductive "psychological" copy approach. Both: generalities on beauty, particularities of shampooing procedure.

ART: Photograph of bareheaded summer girl, superimposed on background thumbnail sketch of summer scene . . . illustration occupying one-third of space. Bold italics headline. Ten point Goudy copy with pica of white space on either side of column. Twenty-four point Goudy capitals logotype. Six point box offering sample. Displayed signature. Bisymmetric layout.

FACTS AND FIGURES

Product: Shampoo
Space: Two 85 line insertions

Media	*Circulation*	*Cost:*	*Inquiries:* (1st in.)	*Inquiries:* (2d in.)
True Story	2,016,293	$1,573.40	1,015	676
Pictorial Review	2,301,586	2,125.00	203	469
McCall's	2,113,119	1,900.00	197	157
Woman's Home Companion	2,029,366	1,900.00	262	87

CASE 23 B

56 Lines Bring 6,500 Requests for Shampoo Samples

Simple Layout, Directed Headline, and Dramatic Copy Make the Most of an Unusual Appeal

THE 56 line Blondex advertisement reproduced here sent 6,500 blondes running to the dressing table mirror, in alarm, to see if their beloved tresses had been growing darker unknown to them. At least, from the sample requests, 6,500 decided that it had. Anything pertaining to their hair, of which blondes are said to be ever conscious, is always interesting, but this ad told them that the gold had a way of filtering out without the owner realizing that it was going. Were they blind that they could not see the colorless streaks—the dark patches?

Then, too, a shampoo for blondes alone was bound to attract attention. In this age of the specialist, a product made for the exclusive use of a definite class or type of people is favored over the general—the panacea. Blondex, for blondes only, gives the impression of not merely cleansing the hair and providing the added beauty that comes from cleansing with a good shampoo, but also of containing special ingredients that preserve the color and bring back the original tint to spots that have faded.

The success of this little ad may be due, to a great degree, to the striking photograph and sensational, dramatic headline. The cut of the blindfolded girl has an attention-getting value that is tremendous and, coupled with the directed heading, "Blondes," and the startling question "why be blind?" is warranted to capture the eye and hold the attention of every hair-proud blonde that reads it. The copy leads off with an expression of the nightmare that has troubled the slumber of every Nordic female—that of her hair losing its golden color —and works down, through a suggested preventive and cure, in the form of Blondex Shampoo, for this catastrophe—to a displayed offer, of a free trial package. Confidence is built up and final sales resistance leveled by dispelling fear of Blondex ruining the hair. The ad states

that it is not a dye, contains no harmful chemicals, and that it is used by over 500,000 women.

* * *

ECONOMICS: Blonde hair tends to lose color with age.

MERCHANDISING: A shampoo, for blondes only, that will protect color.

PSYCHOLOGY: Keep your hair beautiful.

Blondes
why be blind?
Why let your lovely blonde hair get dull, dark, faded and streaky when just a little special care will keep it always light, bright and beautiful? Blondex is a special shampoo for blonde hair only. It keeps light hair from darkening and brings back the true golden sparkle to dull, dark, faded and streaked blonde hair. Not a dye. No harmful chemicals. Leaves hair soft, fluffy, silky. Over 500,000 users.
FREE—TRIAL PACKAGE
You can try Blondex without its costing you a penny. To get a generous trial package, entirely free, just send your name and address to Swedish Shampoo Laboratories, Dept. 43, 303 Fourth Ave. New York City. Or you can buy a regular size package at any good drug or department store.

SMALL SPACE, BUT—OH, MY!

RHETORIC: Dramatic, sensational, negative.

ART: Simple photograph of blonde head blindfolded. Bold type head.

FACTS AND FIGURES

Product: Shampoo
Price: Free Sample
Space: 56 Lines
Medium: True Story Group
Circulation: 3,000,000
Cost: $587.41
Inquiries: 6,500
Author: Ruthrauff & Ryan, Inc.

CASE 24 B

Newspaper Drug Sale Announcement Sells 1 Out of Every 10 Readers

A "Hook" of Black Type and Blacker Rules, Baited with Cut-Price Appeal, Lands Retail Record in Mid-Western City

WHEN we look at the advertisement reproduced in miniature herewith, and compare it with the figures that accompanied this copy, we feel moved to speak in twisted proverbs like all third-rate humorists. One is, "Advertising beauty is only page deep."

Outside of a frank use of the bargain appeal, the advertisement opposite has not a single obvious virtue. The layout was carefully planned from the standpoint of balance, but its whole effect is overshadowed by the lavish use of fourteen-point rules and a network of type "boxes" jammed full of boldface. Nevertheless——

This sale was advertised in one paper, the only newspaper in town, with a circulation of 10,764. The following day, the first of the two-day sale, was cold, rainy and disagreeable in every way. Yet 1,013 customers responded to the advertising—nearly one for every ten of the paper's circulation. The average was brought up by 300 more sales on the following day.

* * *

ECONOMICS: Drug store products are, today, staple products.

MERCHANDISING: Drug store products at half price.

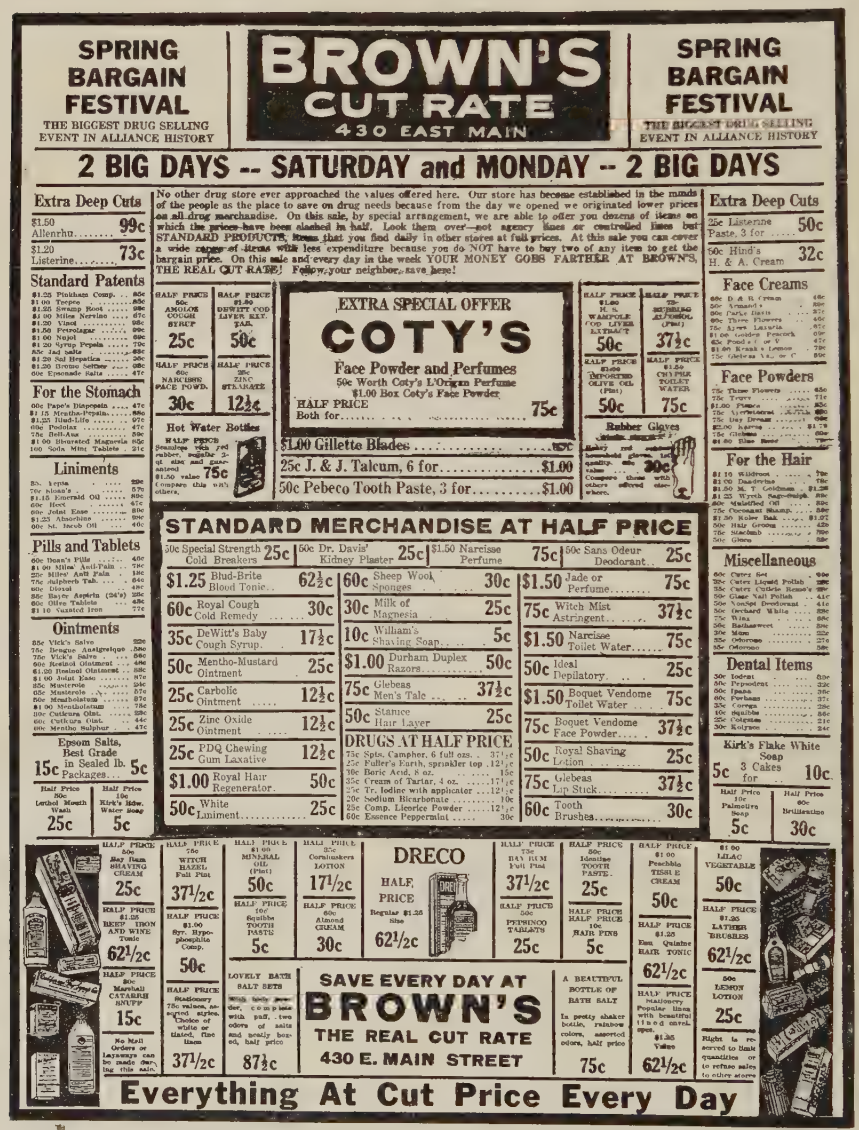
PSYCHOLOGY: Bargain.

RHETORIC: Purely descriptive.

ART: Bisymmetric display of tabulated items in bold face type boxed by heavy rules. Negligible illustration.

FACTS AND FIGURES

Product: Drugstore Merchandise
Price: 5 Cents to $1.79
Space: 108 Inches
Medium: Alliance (Ohio) Review
Circulation: 10,764
Cost: $37.80
Sales: 1,313
Author: A. J. Brown


SPRING BARGAIN FESTIVAL
THE BIGGEST DRUG SELLING EVENT IN ALLIANCE HISTORY
BROWN'S CUT RATE
430 EAST MAIN
SPRING BARGAIN FESTIVAL
THE BIGGEST DRUG SELLING EVENT IN ALLIANCE HISTORY
2 BIG DAYS -- SATURDAY and MONDAY -- 2 BIG DAYS
No other drug store ever approached the values offered here. Our store has become established in the minds of the people as the place to save on drug needs because from the day we opened we originated lower prices on all drug merchandise. On this sale, by special arrangement, we are able to offer you dozens of items on which the prices have been slashed in half. Look them over—not agency lines or controlled lines but STANDARD PRODUCTS, items that you find daily in other stores at full prices. At this sale you can cover a wide range of items with less expenditure because you do NOT have to buy two of any item to get the bargain price. On this sale and every day in the week YOUR MONEY GOES FARTHER AT BROWN'S, THE REAL CUT RATE! Follow your neighbor, save here!
Extra Deep Cuts
$1.50 Allenrhu 99c
$1.20 Listerine 73c
Standard Patents
$1.25 Pinkham Comp. 85c
$1.00 Tonjes 85c
$1.25 Swamp Root 98c
$1.00 Miles Nervine 67c
$1.20 Lloyd 98c
$1.25 Pertzagar 98c
$1.00 Nujol 69c
$1.20 Syrup Pepsin 79c
50c Jad Salts 33c
$1.20 Sal Hepatica 80c
$1.20 Bromo Seltzer 80c
60c Eyeanade Salts 47c
For the Stomach
60c Pape's Diapepsin 47c
$1.15 Mentho-Pepsin 89c
$1.25 Bisal-Life 97c
60c Pepsiets 47c
75c Bell-Ans 59c
$1.00 Liverated Magnesia 69c
100 Soda Mint Tablets 21c
Liniments
$5. Lynn 39c
75c Sloan's 57c
$1.15 Emerald Oil 89c
60c Heet 47c
60c Jolad Ease 39c
$1.25 Absorbine 98c
$1.00 St. Jacob Oil 69c
Pills and Tablets
60c Dean's Pills 49c
$1.00 Miles' Anti-Pain 79c
25c Miles' Anti Pain 19c
75c Sulpheth Tab. 64c
60c Diovol 49c
85c Bayer Aspirin (24's) 39c
60c Olive Tablets 49c
$1.10 Vaseid Iron 77c
Ointments
85c Vick's Salve 69c
75c Resgue Antiseptique 59c
75c Vick's Salve 59c
60c Resinol Ointment 49c
$1.00 Resinol Ointment 89c
$1.00 Joint Ease 87c
85c Mentrolo 69c
25c Mentholatum 19c
$1.00 Mentholatum 79c
10c Cuticura Ointment 09c
60c Cuticura Ointment 44c
60c Mentho Sulphur 47c
Epsom Salts, Best Grade in Sealed lb. Packages 15c 5c
Half Price 50c Lethol Mouth Wash 25c
Half Price 10c Kirk's Shw. Water Soap 5c
HALF PRICE 50c AMOLOX COUGH SYRUP 25c
HALF PRICE $5.00 DEWITT COD LIVER ELX. TAR. 50c
HALF PRICE 60c NARCISSE FACE POWD. 30c
HALF PRICE 25c ZINC STEARATE 12½c
Hot Water Bottles
HALF PRICE Seamless rich red rubber, regular 2-qt size and guaranteed $1.50 value 75c
Compare this with others.
EXTRA SPECIAL OFFER
COTY'S
Face Powder and Perfumes
50c Worth Coty's L'Origan Perfume
$1.00 Box Coty's Face Powder
HALF PRICE
Both for 75c
$1.00 Gillette Blades 85c
25c J. & J. Talcum, 6 for $1.00
50c Pebeco Tooth Paste, 3 for $1.00
HALF PRICE $1.00 H. S. WARPOLE COD LIVER EXTRACT 50c
HALF PRICE 75c SEMBLIG ANTISEPTIC (Pint) 37½c
HALF PRICE 60c IMPORTED OLIVE OIL (Pint) 50c
HALF PRICE $1.50 CRYSTAL TOILET WATER 75c
Rubber Gloves
Heavy red seamless household gloves. Usual quality, sale price 30c
Compare these with gloves offered elsewhere.
STANDARD MERCHANDISE AT HALF PRICE
50c Special Strength Cold Breakers 25c
50c Dr. Davis' Kidney Plaster 25c
$1.50 Narcisse Perfume 75c
50c Sans Odeur Deodorant 25c
$1.25 Blud-Brite Blood Tonic 62½c
60c Royal Cough Cold Remedy 30c
35c DeWitt's Baby Cough Syrup 17½c
50c Mentho-Mustard Ointment 25c
25c Carbolic Ointment 12½c
25c Zinc Oxide Ointment 12½c
25c PDQ Chewing Gum Laxative 12½c
$1.00 Royal Hair Regenerator 50c
50c White Liniment 25c
60c Sheep Wool Sponges 30c
30c Milk of Magnesia 25c
10c William's Shaving Soap 5c
$1.00 Durham Duplex Razors 50c
75c Glebeas Men's Tale 37½c
50c Stanice Hair Layer 25c
DRUGS AT HALF PRICE
75c Spts. Camphor, 6 full ozs. 37½c
25c Fuller's Earth, sprinkler top 12½c
10c Boric Acid, 8 oz. 15c
25c Cream of Tartar, 4 oz. 12½c
25c Tr. Iodine with applicator 12½c
20c Sodium Bicarbonate 10c
25c Comp. Licorice Powder 12½c
60c Essence Peppermint 30c
$1.50 Jade or Perfume 75c
75c Witch Mist Astringent 37½c
$1.50 Narcisse Toilet Water 75c
50c Ideal Depilatory 25c
$1.50 Boquet Vendome Toilet Water 75c
75c Boquet Vendome Face Powder 37½c
50c Royal Shaving Lotion 25c
75c Glebeas Lip Stick 37½c
60c Tooth Brushes 30c
Extra Deep Cuts
25c Listerine 50c
Paste, 3 for
50c Hind's H. & A. Cream 32c
Face Creams
60c D & R Cream 48c
50c Armand's 39c
60c Park Davis 37c
60c Three Flowers 47c
75c Lash Lasteria 57c
$1.00 Golden Peacock 67c
65c Pond's or Tokalon 47c
$1.00 Kraak's Lemon 79c
75c Glebeas Vel. or C 59c
Face Powders
75c Three Flowers 55c
75c Tre-Jur 47c
$1.00 Piesse 85c
75c Perfumed Talc 49c
75c Day Dream 69c
$2.50 Ingeria $1.79
75c Clebeas 59c
$1.00 Blue Rose 69c
For the Hair
$1.10 Wildroot 79c
$1.00 Danderine 79c
$1.50 M. T. Goldman $1.29
$1.25 Wyeth Sage-Sulph. 89c
60c Vitalized Oil 39c
75c Cocoanut Shamp. 59c
$1.50 Roller Bak 91.97
50c Hair Grower 42c
75c Stacomb 59c
50c Glenn 39c
Miscellaneous
60c Cutex Set 49c
50c Cutex Liquid Polish 39c
35c Cutex Cuticle Remov 29c
50c Cutex Nail Polish 41c
50c Yoshpi Deodorant 41c
50c Orchard White 39c
75c Vina 59c
50c Baldwinrect 39c
50c Mum 39c
35c Colgrams 27c
85c Odorono 59c
Dental Items
50c Iodent 39c
50c Pepsodent 39c
60c Ipana 39c
60c Forhans 37c
50c Calvogen 39c
40c Squibbs 34c
25c Colgates 21c
30c Kolynos 24c
Kirk's Flake White Soap 5c 3 Cakes for 10c
Half Price 10c Palmolive Soap 5c
Half Price 60c Brilliantine 30c
HALF PRICE 50c Shep Ham SHAVING CREAM 25c
HALF PRICE $1.25 BEEF IRON AND WINE Tonic 62½c
HALF PRICE 50c Marshall CATARRH SNUFF 15c
No Mail Orders or Layaways can be made during this sale.
HALF PRICE 75c WITCH HAZEL Full Pint 37½c
HALF PRICE $1.00 Syr. Hypophosphite Comp. 50c
HALF PRICE Stationery 75c values, assorted styles. Choice of white or tinted, fine linen 37½c
HALF PRICE $1.00 MINERAL OIL (Pint) 50c
HALF PRICE 10c Squibbs TOOTH PASTE 5c
LOVELY BATH SALT SETS
With lovely perfumer, complete with puff, two odors of salts and neatly boxed, half price 87½c
HALF PRICE 25c Cornhuskers LOTION 17½c
HALF PRICE 60c Almond CREAM 30c
DRECO
HALF PRICE
Regular $1.25 Size
62½c
HALF PRICE 75c BAY RUM Full Pint 37½c
HALF PRICE 50c PEPSINCO TABLETS 25c
HALF PRICE 25c Idenitine TOOTH PASTE 25c
HALF PRICE HALF PRICE 10c HAIR PINS 5c
HALF PRICE $1.00 Pecobbs TISSUE CREAM 50c
HALF PRICE $1.25 Eau Quinine HAIR TONIC 62½c
HALF PRICE Stationery. Popular lines with beautiful tinsel overlapping. $1.35 Value 62½c
A BEAUTIFUL BOTTLE OF BATH SALT
Is pretty shaker bottle, rainbow colors, assorted odors, half price 75c
$1.00 LILAC VEGETABLE 50c
HALF PRICE $1.25 LATHER BRUSHES 62½c
50c LEMON LOTION 25c
Right is reserved to limit quantities or to refuse sales to other stores
SAVE EVERY DAY AT
BROWN'S
THE REAL CUT RATE
430 E. MAIN STREET
Everything At Cut Price Every Day

1,013 CUSTOMERS ON THE FIRST DAY . . . 300 ON THE SECOND

CASE 25 B

"Pink Tooth Brush" Series Averages 200 Coupons from 542,000 Readers

Copy Emphasizes Dealer Purchase; Coupon Sample Offer Merely Index of Interest

THE Ipana advertisement reproduced here, typical of one of the most discussed dentifrice compaigns appearing in current magazines, attracted 202 coupons from a magazine of some 542,000 circulation.

When the Bristol-Myers Company put Ipana on the market not so very many years ago, they realized that their problem was not general merchandising but consumer advertising. Founded in 1887, Bristol-Myers Products were favorably known to practically every drug wholesaler and retailer, doctor and dentist, from the Atlantic seaboard to the Pacific. The distinctive ingredient of Ipana, *ziratol*, as a matter of fact, was a standard medicine in the cabinets of most dentists. Distribution a practical accomplishment, the Bristol-Myers sales executives have devoted their attention to moving Ipana off the dealers' shelves.

In a field already dazzling with intensive dentifrice advertising, the Ipana copy has had to make its own claims, sell its own customers. Because distribution is accomplished, no effort has been expended in soliciting a large number of direct inquiries for purposes of dealer impression. The copy has stuck strictly to the job of selling Ipana toothpaste, specifically recommending the purchase of a full size tube from the local dealer. Only incidentally is a free sample offer mentioned. This is to furnish an index of the strength of comparative advertising forces.

* * *

ECONOMICS: Small proportion of population uses dentifrices. Several big dentifrice advertisers competing for an ignorant, potential market and a disinterested, immediate market.

MERCHANDISING: A new dentifrice. Made by an old-established pharmaceutical organization. Containing a particular element (*zira-*

tol) in the formula, present in no other dentifrice, but well-known to the dental profession.

PSYCHOLOGY: "Pink Tooth Brush" is a warning of dangerous mouth condition, relieved by "*ziratol*" element.

RHETORIC: Inductive presentation of "merchandising" angle. Restrained, rational, editorial-style treatment of emotionally pregnant material. Expository formula usually as follows:

1. Familiar "pink" suggests dangerous condition.
2. Dangerous condition caused by soft foods.
3. Substitutes for old "rough" foods are massage and Ipana.
4. Ipana valuable because of *ziratol* content.
5. Dentists endorse *ziratol* and Ipana.
6. Buy tube or send for sample.

ART: Editorial-page-style layout. Large illustration of sumptuous dining scene, usually rendered in wash, oils or charcoal, in spirit of "smart" magazine illustration. Prominent logotype at bottom, grouped with full size line or halftone drawing of tube and usable-sized coupon.

FACTS AND FIGURES

Product: Tooth Paste
Medium: Photoplay
Space: 1 Page
Circulation: 542,875
Cost: $1,200
Inquiries: 202
Author: Pedlar & Ryan, Inc.

"Pink Tooth Brush" is a protest from over-coddled gums
Our gums are soft—sometimes they bleed—for their health has been impaired by lack of stimulation
"The instant the gums are brushed properly the blood starts to flow more rapidly, and a new life and color make their appearance."
Make a full-tube trial of Ipana
IPANA Tooth Paste

202 COUPONS FROM HALF-A-MILLION CIRCULATION

CASE 26 B

Dentifrice's Best Ad in 4 Years Averages 5,930 Coupons

Total of 11,532 *Returns from One Magazine Insertion Is Record Proof of Value of New Idea*

SOME half-a-dozen big advertisers struggle for the dentifrice business of some one-third of our citizenry.

One advertiser talks about "pink tooth brush" and offers his medicated dentifrice as a gum hardener.

Another discusses "whiter teeth" and offers his pumice-like paste as a film remover.

Pebeco, based on the formula of a famous German chemist, neither panders to the gums nor punishes the teeth.

Like all other pastes and powders, it cleans; but in the chemical composition its advertising agency found why it did the job better . . . found why those of the one-third dental conscious population who had not been utterly convinced by competitive alibis, should prefer it.

Pebeco could boast of a saline content that stimulated the salivary glands of the mouth. Free flowing saliva was Nature's own method of guarding dental health.

Thus the Pebeco advertising twanged the old tried and true chord of "white teeth"—but followed immediately with a chorus on salivary stimulation.

The headline, "Teeth white and sound—always," followed by the subhead, "Safe from decay—simply by restoring the natural action of the Salivary Glands," brought in as many as 11,532 coupon requests for free samples.

This is the most successful advertisement that Pebeco has published since 1923. It has *averaged* 5,930 coupons from each insertion.

* * *

ECONOMICS: Only one-third of population, it is estimated, uses a toothbrush. Some half-a-dozen big advertisers compete for this business.

Teeth white and sound—always

safe from decay—simply by restoring the natural action of the Salivary Glands

IN a smile, during a conversation—what a delight it is to glimpse the flash of white sound teeth. They are the essence of charm, almost a part of character itself.

Yet, even in America, how many, young and old live—suffer—with dingy, unsound teeth that become more ugly with the years! Modern dentistry says the reason for this decay is sin[illegible] *salivary glands*.

The function [illegible] the [illegible] their alkaline [illegible] fast as they [illegible] give the g[illegible] led they become weaker—the acids accumulate—your teeth begin to discolor and decay. To save your teeth you must aid your salivary glands—you must gently stimulate them day by day.

P[illegible] enters your [illegible] flow more [illegible] as Pebeco.

Firm, Gleaming Teeth [illegible] appearance and [illegible]

Pebeco keeps your smile alluring by aiding the salivary glands to cleanse and protect your

protective flow of your glands. Their alkaline fluids bathe your teeth day and night and prevent the formation of bacterial plaques or film. *The acids of decay [illegible] as fast as they form.*

Pebeco polishes beautifully without using any gritty substance. It keeps your gums clean and firm, your whole mouth normal and healthy.

Do not let your teeth deteriorate. Keep them all glass white and sound. Send today for a ten days' trial of Pebeco. Made only by Pebeco, Inc. Sole Distributors: Lehn & Fink, Inc., Bloomfield, N. J. At all druggists.

A Unit of Lehn & Fink Products Company

Send coupon today for free generous tube of Pebeco

Free Offer

[illegible]

THIS IS THE BEST AD. IT AVERAGED 5,930 COUPON REQUESTS FOR FREE SAMPLES, FROM EACH OF EIGHT MAJOR MAGAZINES

MERCHANDISING: A better dentifrice, because saline content stimulates the sluggish salivary glands.

PSYCHOLOGY: "Whiter teeth."

RHETORIC: Deductive presentation of "psychological" appeal; explained by "salivary gland" rationalization. Emotional lead brief, rapidly developing into rationalization.

ART: Magazine editorial type layout. Photographic illustrations of "class" characters; usually man and woman. Offer, coupon and tube of generous size.

FACTS AND FIGURES

Space	*Media*	*Circulation*	*Cost*	*Inquiries*	*Cost per Inquiry*
1 Page	Ladies' Home Journal.....	2,531,287	$9,000	11,532	$0.78
1 "	Pictorial Review	2,459,750	8,500	9,297	.92
1 "	Woman's Home Companion..	2,327,527	7,600	7,050	1.08
1 "	McCall's	2,300,387	7,600	9,031	.84
1 "	Delineator	1,511,573	6,500	4,953	1.31
1 "	Good Housekeeping	1,642,268	3,800	3,380	1.12
1 "	American Magazine	2,145,718	5,000	5,342	.94
1 "	Literary Digest	1,533,504	4,000	2,809	1.42

CASE 27 B

Toothpaste Sales Increase 500 Percent in Five Months' Campaign

New Illustrative Technique Is Developed to Win Attention

THE banality that if one builds a better mousetrap than his neighbor, the world will beat a path to one's door to buy the mousetrap, is susceptible of diverse adaptations in advertising.

A most necessary qualification of its relevance though, is that one must explain exactly how and why the mousetrap is different or better than the neighbor's.

Mousetrap or motorcar, evening wrap or toothpaste, the same rule applies.

The outstanding thing about the "Regum" toothpaste campaign, which is currently successful on the West Coast, is the exactness with which the difference and consequent excellence is explained and emphasized in the basic copy theme.

"Regum" (made by the Red Gum Products Co., San Francisco) is characterized as a tooth paste which eliminates tartar, the principal cause of tooth discoloration. All the selling points are derived from that beginning.

The first campaign for "Regum" was conducted in Sacramento. Sales had been increased, at the end of the five months' test campaign by 500 percent. The campaign was then extended to Portland, where individual advertisements (of which the one reproduced is typical) pulled three to five times the Sacramento returns, on only twice the circulation.

The remarkable results are credited by the authors in a measure to the new type, story-telling illustration. This is striking in itself and, besides, carries the idea of the effectiveness of the dentifrice. Then, the headline tie-up is made close enough to double the force of the illustration's message.

To date, inquiry cost in this national-campaign-in-the-making, for free samples, averages 58c.

ECONOMICS: Most magazine readers are "sold" on the hygienic and aesthetic importance of clean teeth.

MERCHANDISING: A new toothpaste which achieves the hygienic and aesthetic results to be desired, by the elimination of tartar.

PSYCHOLOGY: More beautiful teeth.

RHETORIC: Deductive presentation of "merchandising" appeal. Complete, detailed, specific exposition.

ART: "Shadow photo technique of "before and after" illustration. Bisymmetric display of picture; type headline; line cut of tube and coupon.

FACTS AND FIGURES

Product: Regum

Price: Sample Free

Media: Sacramento and Seattle Newspapers.

Inquiry Cost: 58c Average

Watch Your Teeth Whiten As Tartar Disappears

There is just one chief cause of dark, yellow, discolored teeth. That is tartar. And now you can quickly stop tartar formations with an amazing new dentifrice based on a recent European discovery.

NEW beauty awaits you. You can give new radiance to your smile in just a few days. Remove the coat of tartar that clouds the ivory whiteness of your teeth and see what added charm you gain.

Tartar, a Menace to Teeth

You see tartar first as a yellow coating, especially at the base of the teeth. Then, in the hard-to-clean places unsightly stains appear. Often, the inside of the teeth become heavily coated with dark, ugly tartar. If tartar creeps under the gum margin, gums become irritated and torn, then bleed, thus making a breeding place for pyorrhea germs.

New European Discovery

By stopping tartar formations you can give your teeth new white beauty and lustre, you can keep your gums firm and healthy and safe from pyorrhea. You can do this with Regum, a remarkable new dentifrice. Based on a recent European discovery, it contains an active dental agent that retards tartar formations and gently, harmlessly dissolves the dark, yellow discolorations already formed.

Refreshes Mouth, Heals Gums

A one or two-minute brushing with Regum provides dental hygiene for hours, for Regum contains another antiseptic and healing agent which penetrates under the gum margin and adheres to the gum surface, purifying, healing and cleansing. Your mouth feels unusually clean and refreshed.

Free Trial Offer

Try Regum once, you will always use it. See how quickly it whitens and brightens your teeth, and how surely it heals bleeding, sore tender gums. Test Regum today. Secure the giant-size 50-cent tube and use it all. Regum is guaranteed to please you or your druggist will refund your money. Or clip the coupon below and mail for free trial tube.

FREE TUBE MAIL coupon
Red Gum Products Co., 501 Howard St. San Francisco
Name.....
Address.....
City.....

THE AVERAGE INQUIRY COST FROM THIS TYPE OF COPY IS 58 CENTS

CASE 28 B

Dental Aid Copy Gets 300 Replies from Trade Paper Page

Even the Conservative Professions Are Responsive to an Advertising Appeal Selected with Psychological Insight

"FOUR out of five" is an intriguing phrase. Pyorrhea has doubtless existed for some time, but one heard of it so comparatively seldom that it was difficult to think of it as a menace. Four out of five, however—somehow it sounds much more ominous than a mere 80 percent. Dozens, then hundreds, then thousands of people decided that their gums *did* bleed a little occasionally, and yes, there was a tooth that if pulled and poked with sufficient vigor felt a trifle wobbly. . . . Dentists profited as well as druggists and the advertiser.

Pyorrhea remedies, a few old, most new, flooded the market. Their merits were various; their loudly shouted claims tiresomely repetitive. Dentists in particular became practically anaesthetized to pyorrhea remedy advertising; and the situation commenced working itself out in the inevitable way.

Among the fittest of the survivors of this elimination contest is X-IT, a liquid preparation used for gum massage. The reasons for its survival are two; it has real merit, and its advertising has been skillfully planned.

The advertisement reproduced herewith, which appeared in a leading dental magazine, set the keynote for all subsequent copy. Instead of far-fetched claims, appears the question, "Have we found a real cure for Pyorrhea?" Instead of making positive, antagonizing statements, the copy asks the aid of dentists in determining the efficiency of their product. "We feel that we have discovered a remedy of remarkable value; but we hesitate to claim an absolute cure until we have the support of a considerable body of the dental profession." Such unusual, such praiseworthy humility could not fail to win the attention and interest of even a conservative profession!

Every advertising man who has ever tried to get inquiries from dentists knows how low a number of returns from dental papers is

Have we found a real cure for Pyorrhea?

WE ASK the aid of the dental profession in a most important matter—important to them, to the public, and to us.

We have developed a vegetable preparation that has, in several hundred cases, shown remarkable results in arresting the ravages of pyorrhea, and in restoring the affected gum tissues to health, even in advanced cases. We feel that we have discovered a remedy of remarkable value; but we hesitate to claim an absolute cure, until we have the support of a considerable body of the dental profession.

The Newer Pathology of Pyorrhea

It is now generally recognized that pyorrhea and gingivitis are largely due to blood stasis and enlarged vessels. Infection and suppuration are merely secondary effects, and can be very readily disposed of.

The disappearance of pus, however, by no means indicates that the condition is cured. Treatment must continue until all marginal and alveolar vessels (blood and lymph) are reduced to normal, and congestion gone.

Why Germicides Fail

This vital condition cannot be reduced by the sole use of germicides, but must be sought by proper stimulation. The delicate new granulating tissue must not be injured, but instead stimulated in its growth.

It is in harmony with this method of treatment that X-IT has proven so successful. A nonescharotic vegetable compound, it acts as a stimulating agent, and its continual use, after treatment under dentist's instruction, helps maintain gingival tone and color, with the resultant benefits.

Every day brings us new evidence of its successful use by prominent dentists, but we wish to get as complete opinion as possible from practitioners.

We wish to send to every dentist who will help us by giving X-IT a clinical test, a full-size bottle and several trial size bottles for testing. Kindly write on professional letter-head or card.

REG. U. S. PAT. OFF.

X-IT

Isis Products Corporation, 247 East 41st St., New York, N. Y.

Give this to your Secretary

Write to Isis Products Corp., 247 East 41st Street, New York City, for samples of X-IT, as offered in ORAL HYGIENE.

TYPICAL OF A SERIES THAT AVERAGED OVER 200 INQUIRIES EACH PAGE

considered average—and he will doubly appreciate the fact that over 300 inquiries were received from this first advertisement, and that over the succeeding period replies settled down to the comfortable average of 200 each month.

In addition to the magazine advertising, a direct mail campaign was conducted along the same lines, inviting dentists in various sections of the country to send for samples that they might test under various conditions in their own practice. Returns on these letters have varied from 13 percent to as much as 20 percent—an amazingly high average.

* * *

ECONOMICS: Need for Pyorrhea remedies increased through widespread publicity on this subject.

MERCHANDISING: An efficient preparation in convenient liquid form.

PSYCHOLOGY: Test our product free: we want your opinion on it.

RHETORIC: Simple language that still shows comprehensive knowledge of technical subject; skillfully deferential appeal.

ART: Dignified typographic layout. Bold trade mark display. Professional "coupon."

FACTS AND FIGURES

Product: Pyorrhea Remedy
Price: Free Sample
Space: Full Page
Medium: Oral Hygiene
Circulation: 58,032
Cost: $92
Inquiries: 300
Author: Farnsworth & Brown, Inc.

CASE 29 B

Single Anaesthetic Ad Doubles Monthly Sales to Dentists

Mail Order Copy Works Among Professional Men, Too.

OF all the countless thousands in this fair land who consider a dentist's reception room a chamber only slightly preferable to a morgue, and a dentist's chair first cousin to the electric chair—few pause to think that the dentist may not fancy either the moaning, wriggling, and grimacing attendant on the average half-hour sitting.

"Painless dentistry" may be just a high flight of the imagination, but the practitioner as well as the practiced upon may desire most ardently that "painless dentistry" be more than a phrase. Anything designed to lessen sensitiveness of gum and nerve is a boon to the dentist only less than to the patient, as it lessens so enormously the strain under which the dentist must perform his various delicate operations.

So that, while it is conceivable that an advertisement of a product like Perdentin (a local anesthetic designed to make minor dental operations painless), if published in the daily newspapers, would be followed by long files of patients carrying bottles of the product to dentists' offices, it is certain that the advertisement of such a product to the profession would be followed by a bombardment of orders from dentists.

It so happened.

A two column, hundred line ad of Perdentin doubled the previous month's sales of the product. The ad produced two hundred eighty-six orders direct from dentists to the Perdentin laboratories, besides hundreds of additional orders through the regular dental supply houses. This the more remarkable because makers of all dental supplies customarily suffer from an August sales-slump. The advertisement is of general interest because of its newsiness, and the simplicity with which Perdentin's selling story is isolated and explained.

"New! Perdentin—a local anaesthetic without injection" says the

PERDENTIN—*A Local Anesthetic without injection!*

Just Rub on, and Operate!

No injection is required to use PERDENTIN, the newest Local Anesthetic—called by dentists "the ideal pain-preventative."

PERDENTIN applied with a pledget of cotton, successfully eliminates pain in all minor procedures, such as

Pain of Extracting Pulps	Scaling
Pain of Injection	Prophylaxis
Lancing Abscesses	Cavity Preparation
Removing Socket Debris	Cleaning Pyorrhea Pockets
Extracting Deciduous Teeth	Post-Operative Pain

PERDENTIN is a non-synthetic, non-irritating, colorless liquid, compounded of ALCOHOL-BENZYLIC-TRICHLOR-MENTHANAT, possessing highly antiseptic and healing properties.

Its *quick action* will delight you no less than its powerful penetration. In ten seconds after applying it, you can proceed with the operation.

PERDENTIN is a necessity, which once you have tried, you wouldn't think of practicing without.

Send a dollar for a trial-size bottle, or use the coupon to order a full-size bottle.

Perdentin **LOCAL ANESTHETIC**

—does not require injection

PERDENTIN LABORATORIES. Inc., 55 West 42nd St., New York.

Send me a full-size bottle of PERDENTIN for $2.00, and charge

through my Dealer.....

Dr.....

Address.....

286 COUPONS AND CHECKS WERE MAILED

headline. "Acts in 10 Seconds." Thereby presenting immediately two outstanding selling points—two points in which the product differs from most local anaesthetics. (Some of these must be injected into the gums, and a good many dentists and patients feel that the pain of the injection counteracts the ensuing relief from pain. Others take ten or fifteen minutes to be effective, which is trying to dentist and patient alike.)

The next paragraph amplifies this same story. "Perdentin—applied with a pledget of cotton, successfully eliminates pain in all minor operations such as:" and a listing of ten of the most commonly painful, tedious minor operations of dentistry follow.

And then, "send a dollar for a trial size bottle; use the coupon below." Two hundred eighty-six dentists clipped the coupon, and enclosed checks within the next month.

* * *

ECONOMICS: Demand for products designed to lessen pain in dental operations.

MERCHANDISING: Perdentin, a rapidly effective, easy-to-apply, local anaesthetic.

PSYCHOLOGY: Lessen the strain of dental work upon dentist and patient.

RHETORIC: Deductive presentation of "merchandising" point. Descriptive; concrete.

ART: Wash illustration of product in use. Handlettered caption, logotype, and slogan. Large coupon.

FACTS AND FIGURES

Product: Anaesthetic
Price: $2
Space: 200 Lines
Medium: Oral Hygiene

Circulation: 58,000
Cost: Approximately $65
Sales: 286 Direct

CASE 30 B

Revised Incense Copy Increases Dime Coupon Returns 400 Percent

Romance Routs Practicality and Brings a Shower of Sample-Seeking Coins

FRANKINCENSE—myrrh—the very names associated with incense are redolent of an ancient, smoky fragrance. Incense, the word, is one of the few in our language which can of itself conjure up dreams.

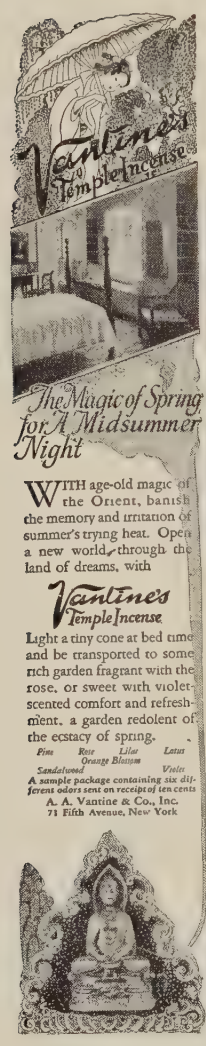
Alas for the cold hard facts of a largely unimaginative world! In selling their Temple Incense to dealers, A. A. Vantine & Co. had found that there are a great many people who were prejudiced against incense. Of course it has mystery, mysticism and romance; there are those among the buying public who distrust the first, scorn the second, and frown upon any open manifestation of the third. Modern materialists, it seemed, were prone to associate incense with the wiles of the courtesan rather than with the rites of ancient temples. Its use had fallen gradually into disrepute.

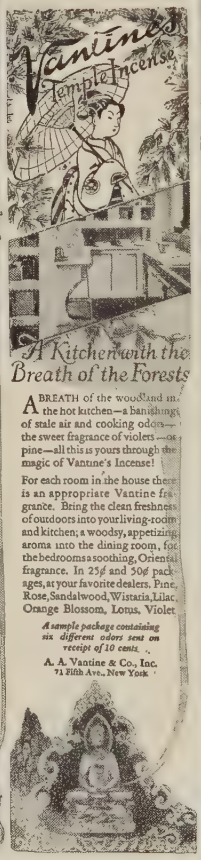
"Very well," decided the manufacturer, "we'll let the romantic side of incense alone, and advertise it as a deodorizer—not under that name, of course."

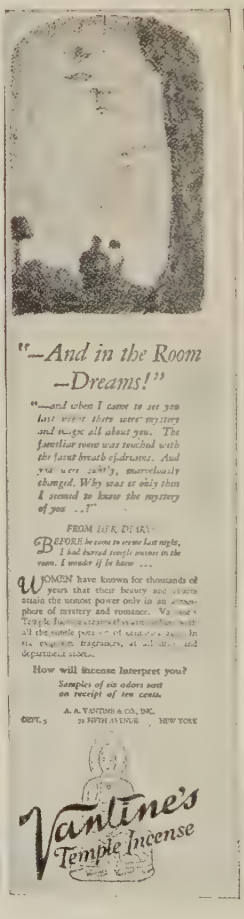
So for some time Vantine's Temple Incense was advertised as being an efficient means of banishing unpleasant odors and making every room in the house delightfully sweet-smelling. An example of this copy follows:

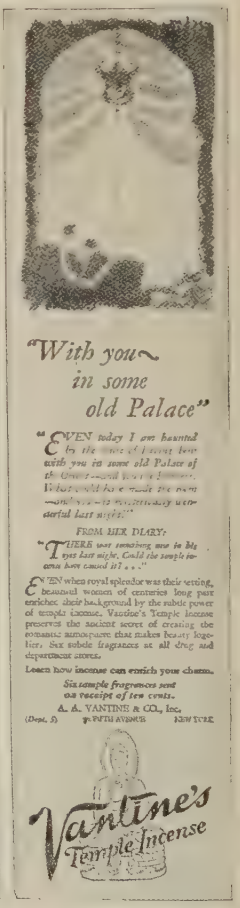
"A breath of the woodland in the hot kitchen—a banishing of stale air and cooking odors—the sweet fragrance of violets or pine—all this is yours through the magic of Vantine's Incense! For each room in the house there is an appropriate Vantine fragrance. Bring the clean freshness of outdoors into your living-room and kitchen; a woodsy, appetizing aroma into the dining-room; for the bedrooms a soothing Oriental fragrance."

Temple Incense is sold only through dealers; but each advertisement offers samples of six fragrances on receipt of ten cents. The


Vantine's
Temple Incense
The Magic of Spring for A Midsummer Night
WITH age-old magic of the Orient, banish the memory and irritation of summer's trying heat. Open a new world, through the land of dreams, with
Vantine's Temple Incense
Light a tiny cone at bed time and be transported to some rich garden fragrant with the rose, or sweet with violet-scented comfort and refreshment, a garden redolent of the ecstacy of spring.
Pine Rose Lilac Lotus
Sandalwood Orange Blossom Violet
A sample package containing six different odors sent on receipt of ten cents
A. A. Vantine & Co., Inc.
71 Fifth Avenue, New York


Vantine's
Temple Incense
A Kitchen with the Breath of the Forests
A BREATH of the woodland in the hot kitchen—a banishing of stale air and cooking odors—the sweet fragrance of violets—or pine—all this is yours through the magic of Vantine's Incense!
For each room in the house there is an appropriate Vantine fragrance. Bring the clean freshness of outdoors into your living-room and kitchen; a woodsy, appetizing aroma into the dining room, for the bedrooms a soothing, Oriental fragrance. In 25¢ and 50¢ packages, at your favorite dealers. Pine, Rose, Sandalwood, Wistaria, Lilac, Orange Blossom, Lotus, Violet
A sample package containing six different odors sent on receipt of 10 cents.
A. A. Vantine & Co., Inc.
71 Fifth Ave., New York


"—And in the Room —Dreams!"
"—and when I came to see you last night there was mystery and magic all about you. The familiar room was touched with the faint breath of dreams. And you were subtly, marvelously changed. Why was it only then I seemed to know the mystery of you . . ?"
FROM HER DIARY:
BEFORE he came to me last night, I had burned temple incense in the room. I wonder if he knew . . .
WOMEN have known for thousands of years that their beauty and charm attain the utmost power only in an atmosphere of mystery and romance. Vantine's Temple Incense creates that atmosphere with all the subtle potency of centuries ago. In six exquisite fragrances, at all drug and department stores.
How will incense Interpret you?
Samples of six odors sent on receipt of ten cents.
A. A. VANTINE & CO., INC.
DEPT. 5 71 FIFTH AVENUE NEW YORK
Vantine's Temple Incense


"With you in some old Palace"
"EVEN today I am haunted by the scent of incense burned with you in some old Palace of the Orient—sacred to love . . . What could have made the room—and you—so mysteriously unearthly last night."
FROM HER DIARY:
"THERE was something new in his eyes last night. Could the temple incense have caused it? . . ."
EVEN when royal splendor was their setting, beautiful women of centuries long past enriched their background by the subtle power of temple incense. Vantine's Temple Incense preserves the ancient secret of creating the romantic atmosphere that makes beauty legendary. Six subtle fragrances at all drug and department stores.
Learn how incense can enrich your charm.
Six sample fragrances sent on receipt of ten cents.
A. A. VANTINE & CO., Inc.
(Dept. 5) 71 FIFTH AVENUE NEW YORK
Vantine's Temple Incense

FOUR COLUMNS, SIMILAR TO THESE, INSPIRED LESS THAN 2,000 DIME SAMPLE REQUESTS

THE SECOND FOUR COLUMNS, SIMILAR TO THESE, STIMULATED 8,238 DIME SAMPLE REQUESTS

dimes rolled in satisfactorily; nevertheless it was felt that a still wider field could be opened after this tactful preliminary campaign. In the fall of the year an entirely different copy appeal was initiated.

By that time, it was felt, some of the inherited prejudices had been overcome. People were accustomed to seeing incense advertised in the respectable columns of the leading magazines. It was time for the logical appeal (paradoxical though the adjective may seem), the lure of romance and mystery! Began the series that has since been titled, "Letters from Lovers," telling "Her" of the subtle charm that incense had added to their meeting. "Vantine's Temple Incense preserves the ancient secret of creating the romantic atmosphere that makes beauty lovelier," was the message carried, in effect, by each advertisement.

As for the world—it may have to have most of its imagining done for it, but it loves romance just the same. The dime requests for samples came faster than ever before, and there was a corresponding increase in dealer sales.

For the fall and winter campaign, the manufacturer counted a 400 percent increase in coupon returns for the same amount of money spent in previous campaigns.

* * *

ECONOMICS: Incense fad lacking in followers.

MERCHANDISING: An exotic luxury within reach of every one.

PSYCHOLOGY: You, too, can charm by this method.

RHETORIC: Romantic, mysterious, Oriental in tone.

ART: Liberal use of feminine italics; imaginative wash conception of copy.

FACTS AND FIGURES

Product: *Incense*
Price of Sample: Ten Cents
Space: Series of Four Fill Columns
Medium: True Story Group
Circulation: 3,000,000
Inquiries: 8,238
Authors: V. Lebow and J. R. Gousha

CASE 31 B

$42.60 Ad for Thumbsucking Preventive Brings $1,000 Sales

Device to Prevent Thumbsucking, Advertised in Magazine Devoted to Children, Gets 400 Inquiries

THE days when mother put vinegar on Marjorie's fingers, and hoped that would remind her not to chew them, are gone with the days when people "walked the floor" with babies, and fed them soothing syrup.

The awakened interest of mothers in scientific procedure in child-rearing is one of the most notable phenomena in recent years of generally greater interest in healthy ways of living.

One result of that interest is that whomsoever has a product designed to be contributory to child welfare is sure of a hearing at least.

Successful capitalization of that interest was accomplished in the accompanying advertisement.

It's a very simple ad, apparently. Picture of a pretty child, reprehensively sucking her thumb. Headline: "Are You Discouraged Over This Bad Habit?" Just one paragraph of copy, reminding mothers that thumbsucking *is* a habit likely to produce disastrous consequences. No special emphasis of this point. It is taken for granted that all intelligent mothers nowadays are familiar with the facts.

Then, "Jackson's Sanitary Thumb Guards will break the habit in two to six weeks—children of all ages cured permanently—easily adjusted—no inconvenience—normal use of thumbs retained—also made for fingers." There's an illustration of a child's hands, with guards attached, indicating how little they are likely to interfere with normal movement of the hands.

Mention of endorsement by child specialists brings in the desirable implication that the device is scientifically correct, and the suggestion to send for the free descriptive booklet follows immediately with the coupon.

It sounds like a very simple story, we repeat—story of a desirable

product selling easily—but more credit is due to this five inch ad than that. It's such an extremely interesting example of the use of limited space without wastage.

From the more than four hundred requests for the booklet, two hundred sixty-five sales resulted. The product, in differing models, sells from $4 to $5, so that the total sales from this $42.60 ad were between $1,000 and $1,100.

* * *

ECONOMICS: Mothers interested in any commodity contributory to child welfare.

MERCHANDISING: A device to prevent thumbsucking and its consequent evils.

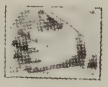
PSYCHOLOGY: Easy way to a healthier child.

RHETORIC: Specific, inductive presentation of "psychological" appeal.

ART: Photos of situation to be corrected and corrective device.

Are You Discouraged Over This Bad Habit?

Break this persistent habit before your child's health is permanently impaired — before mouth and teeth are hopelessly misshapen.



JACKSON'S SANITARY THUMB GUARDS will break the habit in two to six weeks — children of all ages cured permanently — easily adjusted — no inconvenience — normal use of thumbs retained — also made for fingers.

Endorsed by leading child specialists, dentists, and orthodontists.

Send for FREE DESCRIPTIVE BOOKLET containing endorsements from many satisfied users.

Child Welfare Guild,
Drawer U, Yale Station, New Haven, Conn.

Gentlemen: Please send me free your descriptive booklet entitled *"Thumb Sucking—its dangers—its cure."*

Name .....

Address .....

400 COUPONS RESULTED IN 265 SALES

FACTS AND FIGURES

Product: Sanitary Thumb Guards
Price: $4 to $5
Space: 70 Lines
Medium: Children: A Magazine for Parents
Circulation: 60,000
Cost: $42.60
Inquiries: 400
Sales: 265
Author: The Platt-Forbes Service

CASE 32 B

$2,668 Initial Arch Supporter Campaign Pays Own Way

Why Wait for Dealer Distribution When the Market Knows It Wants Your Product?

YOU heard them at that Armistice Day tea. last fall.

"How long were you across?" she sweetly asked.

"Wasn't in the service," he stammered. "Tried to get in, but they wouldn't let me. . . . Feet, you know. . . ."

One of the unsung lessons of the Great War, be it interjected, was that folks have feet.

Before 1917, neighbors laughed at John Smith's shuffling gait; sympathized with his wife's tendency to weary after doing the family wash.

Now, front parlors and back porches resound to discussions of the current condition of the individual tibialis posterior muscle. Orthopedic shoes are patronized by social climbers as well as cripples. Hypochondriacs have found a source of new joys in the way of exclusive pedal diseases.

Statistics, discovered the Anklarch Company, indicate that 47,000,000 men and women chronically suffer directly or indirectly from weak arches. What a market was apparent here for the Anklarch product.

Archlets, a new invention, consisted of washable sponge rubber supports to be worn inside the shoe. Tests had proved that the continued use of Archlets resulted in the relief of 9 out of every 10 cases of arch weakness.

The market was present. And the product. The remaining question was how to bring the two together.

The demand is immediate, reasoned the advertising agency. Every day lost in the tedious process of laboring for dealer distribution meant that much profit lost.

Why wait for dealer distribution?

They didn't.

Two plans of attack were formulated to take place simultaneously.

1. Advertising for house-to-house canvassers that would enlist a sales force immediately productive.

2. Advertising in mass magazines, that would offer Archlets, at $1.85 direct to the consumer. (Sales figures to form a basis for later dealer solicitation.)

47 Million Prospects

Everyone Who Walks and Stands

Not one million—not ten million—but 47 million prospects **actually exist** for ARCHLETS. This may be amazing news to you but it is a fact that every night over 47 **million pairs of tired, aching** feet come trodding home from offices, stores, shops, factories and all places of employment requiring much **walking** or **standing**. This **veritable army** of men and women **need** and **want** genuine foot comfort. One-fourth of them already have weak or fallen arches. These people are in **absolute need** of ARCHLETS. The rest are buying them to prevent weak or fallen arches. But all of them are buying the **nationally advertised** ARCHLET (at $1.85 a pair) from hundreds of live, keen-minded men and women who were quick to grasp this better idea in foot comfort the day it was announced. The ARCHLET is constructed of **washable** fabric and elastic. In the fabric pocket under the arch is a

SPONGE RUBBER ARCH PAD

that distributes the weight of the body over the arch, develops the tibialis posterior muscle and takes away the stretching strain between the heel and toes. The result is that you step sprightly with startling poise and a wonderful buoyancy never before attained. Stand or walk for hours at a time and ARCHLETS will still preserve that pep in your step. You can sell from 2 to 5 pairs at every home. At shops and factories, forty or fifty pairs at a single demonstration. Already ARCHLETS have proved to be the fastest selling side line of the season. Shoe and hosiery salesmen, in particular, are cashing in on the ARCHLET demand in amazing numbers.

Complete Full Size Sample Line Free

The ARCHLET FREE sample case contains a complete line of **actual size** ARCHLETS and all **necessary selling** equipment so that you can take **immediate orders.** Just mail the coupon and write us in detail now so we can give you the kind of co-operation you are deserving for being quick to grasp the amazing possibilities of profit in the new and scientific **sponge rubber** ARCHLET—the Nuway to Renu Feet.

(In ordering your own pair send tape measurement around arch and instep or exact shoe size—with $1.85.)

Archlets
TRADE MARK

The Anklarch Company, Inc.
1412 Fayette Bank Bldg.
Lexington, Kentucky

Send me the complete ARCHLET sample line FREE. I intend to take orders immediately and assure you that if I do not, the sample line will be returned within 5 days.

Name _____

Address _____

City _____ State _____

CANVASSER INQUIRIES AT 54 CENTS EACH FROM THIS 6 POINT AD

Plan Number 1 told of the market: 47,000,000 prospects in pain; ready buyers; sample line sent free.

Plan Number 2 talked of foot comfort, happy, healthy, lively feet.

This dream of joy opened the appeal; instantly was it followed by an explanation of the means. A money-back guarantee settled the argument.

Was America foot conscious?

The first appeal for agents brought in 782 leads at a cost of 54 cents each.

The first appeal for customers drew checks, money orders, and crisp currency, from 1,292 sufferers.

Enough response to prove the market and make a profit, too.

* * *

ECONOMICS: 47,000,000 persons suffer from foot troubles. War statistics have made nation conscious of foot problem.

MERCHANDISING: Scientific relief.

PSYCHOLOGY: Happy, comfortable activity again.

RHETORIC: Expository. Deliberate in tone. Specific in application.

ART: Reverse plates for strength.

Buoyant
Foot Comfort
for Every One
Who Walks and Stands
Now you can bid goodbye forever to tired, aching feet. You can walk miles or stand for hours at a time without being bothered with foot troubles. The secret is all in a simple but scientific little appliance called the ARCHLET, that distributes the weight of your body over your arch and takes away the stretching strain between your heel and toes.
Sponge Rubber Arch Pad Brings Amazing Buoyancy
It is the soft, resilient, sponge-rubber arch pad in the fabric pocket of the ARCHLET that makes you step sprightly with startling poise and a wonderful feeling of buoyancy never before realized. Made of light, washable fabric and elastic. No adjusting—no weight. Worn with any style shoe either under or over the hose. Recommended by all good physicians for genuine foot comfort. Sold on an absolute guarantee. SEND NO MONEY Simply mail the coupon below with the tape measurement of your foot around your arch and instep (or send your exact shoe size) and pay postman only $1.85 plus postage when the ARCHLETS—the box of buoyant youth—reaches you.
THE ANKLARCH COMPANY
1513 Fayette Bank Bldg., Lexington, Ky.
NOTE THE SPONGE RUBBER ARCH PAD
THE ANKLARCH COMPANY,
1513 Fayette Bank Bldg., Lexington, Ky.
Mail me a pair of Archlets. I wear shoe size------
Ladies'------Men's------My foot measures------
Name----------
Address----------
City----------State----------

CONSUMER SALES TO THE TOTAL OF 1,292 AT $1.85, WERE MADE FROM THIS 6 POINT $2,240 AD

FACTS AND FIGURES

Product: Arch Support

Price: $1.85

Space: 70 Lines

Media: True Story Group, Fawcett's, Motion Picture, Physical Culture

Cost: $2,240

Sales: 1,292

Author: The Harm White Co.

CASE 33 B

Manicure Aid Column Wins 4,576 Dimes

Tie-up With Popular Film Star Proves Powerful Appeal

YOU heard it in a million homes and a hundred thousand offices —wherever women turned their hands to toil. In unison, a bitter plaint ascended to the stars: "I just *can't* keep my nails looking decent!"

Laundering, cooking, dishwashing—all these are hard on hands, even those of the modern housewife who follows nationally advertised advice and uses Lux and Jergens Lotion assiduously. Typing and other business tasks are almost as bad. Nail luster vanishes; and, under the old régime, it took weary hours of polishing to make mistreated finger tips glitter with rosy *insouciance* at social moments.

Just as nature abhors a vacuum, so do American inventors and manufacturers deplore a problem so unsolved. So—along came the Glazo Company with a polish in a bottle—a liquid polish to be applied with a tiny brush and allowed to dry on the nails. It required no buffing, made the nails glow with shell-like luster, and lasted for a whole week. Soap and water did not affect its beauty. When the user wanted a new manicure, she need only use a small quantity of the remover included in the Glazo package, and apply a fresh coat of polish.

Obviously there was a vast market ready for such a product, waiting only to be told. National advertising was the messenger.

The Glazo Company tested several somewhat varied appeals. One in particular proved outstandingly successful.

When the popular Bebe Daniels appeared in the leading rôle of a Paramount picture, "The Manicure Girl," the tie-up seemed too good to be overlooked. Permission was secured to reproduce a "still" from the film, showing the charming heroine at her manicure table. The copy stressed the fact that Miss Daniels, as well as "thousands of other 'stars' in society, business and the home," appreciated the value of always-lovely nails; and that, for this reason, many smart women had adopted Glazo as their "Manicure Girl."

This advertisement, in common with all Glazo copy, stressed the advantage of the separate remover, which many competitive polishes did not include. The powerful "less work—better results" appeal was emphasized in the slogan, "Nails stay polished longer—no buffing necessary" displayed beneath the logotype and the cut of the package with its three enclosures—polish, remover and brush.

The offer of a trial Glazo manicure outfit for ten cents brought 4,576 coupons and dimes from one publication in which this advertisement appeared.

* * *

ECONOMICS: Women find it difficult to keep nails polished by usual methods.

MERCHANDISING: A liquid polish, easy to apply and remove, lending indelible beauty to the nails.

PSYCHOLOGY: Be proud of your nails at all times.

RHETORIC: Exposition developing into description.

ART: Displaying photograph of screen star for popular appeal and attention value, over solid column of type.

FACTS AND FIGURES

Product: Manicure Aid
Price: 50 Cents
Space: Full Column
Medium: True Story
Circulation: 2,012,257
Cost: $1,225
Inquiries: 4,576
Author: Erwin-Wasey Co.

Bebe Daniels in "The Manicure Girl"

A Paramount Picture

Bebe Daniels, now appearing in the Paramount Picture, "The Manicure Girl," knows the value of beautiful nails. So do thousands of other "stars" in society, business and the home. That's why so many smart women have adopted Glazo as their "Manicure Girl."

Glazo is the *original* liquid polish. It takes but a minute to apply and lasts a week, keeping your nails gleaming all the while with the shell-pink lustre that Fashion and good taste demand. It spreads evenly and smoothly, does not crack, ridge or peel and is not affected by soap and water.

Separate Remover for Perfect Results.

Glazo comes complete with separate remover, which not only insures better results but prevents the waste that occurs when the Polish itself is used as a remover.

Get Glazo today. It will mean lovely nails *always*, with the minimum of exertion and expense. 50c at all counters.

GLAZO

Nails Stay Polished Longer—No Buffing Necessary

Try GLAZO Cuticle Massage Cream

It shapes the cuticle and keeps it even and healthy

This Coupon and 10c good for Trial Size Glazo Manicuring Outfit

The Glazo Company, 22 Blair Ave., Cincinnati, O.
I enclose 10c (stamps or coin) for which please send me one trial size Glazo Manicuring Outfit.

Name_____

Address_____

4,576 COUPONS AND EACH WAS WRAPPED AROUND A DIME

CASE 1 C

Initial Sewing Materials Ad Brings 6,245 Dime Inquiries

This "Publicity" Advertiser Proves That Building New Markets Is Worth More Than Cumulative Effect

"OH this modern generation," foamed Mamma Monkey from her perch on the trunk of the great palm tree, as she watched her offspring dangle precariously and happily from the tip of the topmost branch.

"Oh this modern generation," fumed Pharaoh as he spied his daughter slipping out the kitchen door of the palace and stepping quietly down to the swimming hole in the bullrushes.

"Oh this modern generation," groaned Grandma when her Molly eloped to Washington's army with young Pitcher.

It takes unusual imagination for the individual to challenge custom, refuse to condemn, and resolve to understand this very simple, very human "modern generation."

Which explains the remarkable advertising success of the Spool Cotton Company, exclusive selling agents for Clark's O. N. T. thread and J. & P. Coats yarns.

Your grandmother taught your mother to sew with these products of Clark's and J. & P. Coats.

In those days, skill with the needle was as thrilling to the subdeb as control of the Charleston is today.

The thread advertising problem, obviously, was simple. Generous white space for attention, large signature slug repetition for cumulative consumer acceptance, repeated protestations of quality for conviction, did the trick.

Then, the "modern generation" appeared upon the scene.

"Goodby, sewing," prophecied the pessimist from out the saxophone's syncopation, as he put his finger in one ear and his hand behind the other. "Our daughters aren't the women our mothers used to be. Why they're not even feminine. Take those Follies, for instance. . . ."

Today, he's learning optimism from the Spool Cotton Company.

Immediately had the Company recognized the trend of the times. Women's ideas were changing, they admitted. Suffrage, co-education, a great war . . . the effects of such cataclysmic movements could not be denied.

But, after all, women were *women.*

100 Edgings and Insertions for 10¢
Extraordinary Offer!
JUST think of it—a hundred different designs for dainty edgings and insertions — all collected conveniently in Clark's O.N.T. Book No. 19 at the surprisingly low price of ten cents. It is just filled with gift suggestions—tell your friends of this exceptional value.
Even beginners easily follow the instructions for these pretty laces of which the beauty and durability are assured if made with Clark's O.N.T. Mercerized Crochet.
If your dealer cannot supply you with Clark's O.N.T. Book No. 19, send us Ten Cents and we will mail it promptly.
SPOOL COTTON COMPANY
Dept. 505, 315 Fourth Ave., New York
CLARK'S O.N.T. DESIGNS
100 EDGES AND INSERTIONS
Be sure to purchase
CLARK'S O.N.T.
MERCERIZED CROCHET

200 LINES; 6,245 DIMES

Feminine instincts were hereditary, perpetually glowing, eternally assured.

The womanly art of needlework could not disappear. Mother might unimaginatively consider it a vain effort to teach intricate em-

broidering to Jane . . . but Jane, deep, down underneath, wanted to know.

Our advertising problem has changed, decided the Spool Cotton Company. Our task no longer is to create mere consumer acceptance, but to stimulate actual consumer demand. We must not merely say "use this thread for your sewing"; we must get close to the situation and whisper "look at all the beautiful feminine fabric things you can make." And to meet the circumstances completely, "here is the way to make them."

The new Spool Cotton Company campaign emerged from the plan board chrysalis, a beautiful advertising butterfly. Soft half-tone backgrounds displayed napkins, doilies, handkerchiefs, undies, and a hundred and one other bits of textile sparkling with needlework decoration.

Jazz, radio, cocktails be blown! What real woman could resist such temptation!

Few did. Space limitations forbade the printing of directions with each sewing sample. It was deemed wisest to fill every nook and corner of the ad with alluring articles to be made; then to offer a complete book of directions for ten cents, which would serve the twofold purpose of continuing the Spool Cotton selling story in the prospect's home, and of keying the campaign for effectiveness.

Effectiveness. Every ad saw *thousands* of women dig in their Paris purses and send dimes for the good old American sewing books.

Practically every woman's magazine was found to have its quota of readers responding to this "modern generation" appeal.

As a matter of fact, it was in a magazine catering avowedly and particularly to the "modern generation" that this conservative homely product received its greatest ovation.

The very first 200-line insertion here, for Clark's O. N. T. Mercerized Crochet, brought in 6,245 quick dimes for the crocheting book.

The overwhelming returns from this first insertion make a strong case for the "modern generation's" theory of telling a complete, timely selling story rather than trusting to the "passing generation's" myth of cumulative effect.

ECONOMICS: Modern women normally desire to do needlework. Attention distracted by other activities.

MERCHANDISING: Needlework book at 10 cents, showing use of thread.

PSYCHOLOGY: Learn to make beautiful things.

RHETORIC: Brief offer of book.

ART: Needlework samples displayed on reverse plate.

FACTS AND FIGURES

Product: Crocheting Book
Cost: 10 Cents Each
Space: 200 Lines
Medium: True Story

Circulation: 2,000,000
Cost: $1,800
Sales: 6,245

CASE 2 C

42-Line Dress Ad Reaches 1,600 Women

The Study of Merchandise is Helpful, the Study of People Essential, to the Man Who Would Sell

TWO International Correspondence School advertisements, one day, found themselves facing on opposite pages of the same publication.

"My dear," exclaimed the woman whose husband makes $10,000 a year, "you look simply stunning this month. How do you *do* it?"

On the opposite page, Nell, whose husband owes it all to her, smiled cryptically. "Well, *my* husband doesn't make $10,000 a year *yet*, but the Boss picked him from a lot of older men and made him foreman of the shop, so I can afford more expensive clothes."

"Yes, of course," agreed the richer woman, "but even I must be careful about paying $60 for a dress, or John. . . ."

"But I didn't pay $60; this frock only cost me $16.95. You see, I bought it *semi-ready made*."

The Semi-Ready Made Dress Company, of New York City, has been causing women everywhere to compare dress notes!

Their plan is as practical as it is clever.

In huge lots, they stamp out the various pieces that go to make a woman's dress. To these unfinished pieces they add embroidery, beads and other decoration. Prepared flat, in wholesale quantities, they finish all of the comparatively inexpensive work preceding the costly sewing and tailoring.

At $16.95 they are able to make a good profit on a dress that, finished, might bring $60.

Now, knew the advertising agency to which was entrusted the selling job, while women might not be spontaneously interested in semi-ready made dresses, no woman would run away from an advertisement telling her how to save $40 on her clothes.

Thus, the manufacturer's pet "semi-ready made dress" phrase was reduced to adjutant's rank, while the advertising man's "save $40" headline was put in command.

Equal in brilliance to the generalissimo's gold lace, was the waving flag, an intricately detailed wash drawing of the garment offered.

The copy then explained the simple "semi-ready made" idea, rationalizing the emotional lead.

The conclusion offered a Style Book showing "the latest Paris creations and how to save $40 on every frock."

Of course, women stopped, looked, and read; 1,600 of them sent for the Style Book offered in this one 42-line insertion. And the very first follow-up sold 40 dresses at $16.95.

* * *

ECONOMICS: Women always in market for new dresses.

MERCHANDISING: Semi-Ready Made Dresses.

PSYCHOLOGY: Beautiful clothes at little cost.

RHETORIC: Headline displays "psychological" appeal and "merchandising" rationalization.

Save $40.00
on this Dress
FINISH IT YOURSELF
Learn how to wear beautiful, stylish, up-to-the-minute clothes and save $40.
This dress comes to you SEMI-READY MADE, all laid out and marked on the finest, all-silk satin crepe. All you need do is sew it together. No dressmaking experience required—no patterns. If you can use needle and thread you can finish this dress in two hours. The dress is gorgeously embroidered and hand beaded and comes in Navy Blue, Seal Brown, Gray and Black. Many New York shops ask $56. Our price Semi-Ready made is $16.95.
The Semi-Made Way is the way to dress well and save money.
Satisfaction Guaranteed or Money refunded. Order today. Send for Style Book No. 705 which shows the latest Paris Creations in dresses and how to save $40 on every frock.
only $16.95
SEMI-READY MADE DRESS CO.
127-131 W. 33rd Street, New York

AT A COST OF $168 WERE SECURED
1,600 INQUIRIES AND $680 SALES

ART: Solid 8 and 6 point type. Detailed wash drawing of dress on woman. Line drawing of free book offered. No display of offer.

FACTS AND FIGURES

Product: Dresses
Price: $16.95
Space: 42 Lines
Medium: Modern Priscilla
Cost: $168
Inquiries: 1,600
Sales: 40 (From first follow-up)
Author: Zabin and Stahl Advertising Agency, Inc.

CASE 3 C

Small Needlework Space Gets 600 Orders

Which Indicates That the Simultaneous Mystery of Womankind and Advertising Are Simultaneously Simple

"OH, my dear, how beautiful," she gushed.

"I'm so glad you like it," simpered the flattered one; "you know I spent weeks and weeks on it and thought out the color scheme so carefully and as for the design, well, you'll. . . ."

"Tell me, my dear," interrupted the first, and she lowered her voice confidentially, "*tell me, how much did it cost?*"

Sophisticates from the Continent have called us a nation of "dollar worshipers," but truly, the bargaining instinct is characteristic of the deadlier of the species, whether she gossips in Hoboken or Hong Kong.

The ad man for the Stamped Dress House, producers of stamped fabrics for embroidering, understood the simple situation. To introduce the Company's line of stamped goods to the national market, therefore, he selected a linen luncheon set of widespread appeal and boldly tacked on it a price that any woman would be glad to boast about.

The copy was pure description, but description down to the last detail. Description about which Baldwin's "Dictionary of Psychology" states: "Knowledge tends to regard detailed, complete description as identical with explanation." Description that "blends so perfectly with exposition," expresses Robert Ruxton, "that it has been regarded as almost identical."

Who said women were an unknown quantity? That ad immediately brought back 600 orders, each worth $1.49!

* * *

ECONOMICS: Women interested in needlework.
MERCHANDISING: Desirable merchandise for little money.
PSYCHOLOGY: Beautiful set within reach.

ONLY
$1.49
SEND
NO
MONEY
Linen Luncheon Set
A wonderful bargain, this PURE LINEN set consisting of a 36 inch table cover and 4 napkins. Comes with edges already bound --ready for instant use. Stamped with simple cross stitch design for easy embroidering. We furnish FREE, necessary fast color yarns. We are selling this unusual set at the amazingly low price of $1.49 to introduce our line of stamped goods to discriminating women. Set can be had in Blue or Gold stripe.
SEND NO MONEY unless you wish. Simply pay postman $1.49 plus few pennies postage. If you send check or money order in advance we pay postage. Satisfaction guaranteed or money refunded promptly. Order today. Exceptionally suitable Xmas gift.
STAMPED DRESS HOUSE, 353 Fifth Ave., Dept. 8, New York

EVERY INCH COUNTED HERE IN BRINGING BACK $900 FROM A $228 INVESTMENT

RHETORIC: Simple, sensational, descriptive, deductive in presentation of merchandising idea.

ART: Occult layout; sensational; deductive in presentation of merchandising idea; photographic display of merchandise.

FACTS AND FIGURES

Product: Needlework Luncheon Set
Price: $1.49
Space: 38 Lines
Medium: Needlecraft
Circulation: 1,012,509
Cost: $228
Sales: 600
Authors: Zabin and Stahl A. A., Inc.

CASE 4 C

Revised Shoe Copy Revolutionizes Returns

"Modern" Decoration in Fashionable Magazines Proves to Be Good "Mail Order Copy"

CAMMEYER sold shoes before many of us wore them. They were always good shoes, substantial leathered, well made, comfortable. Cammeyer shoes had the enviable reputation of growing old slowly and gracefully.

Came the day when woman's emancipation became a factor to be reckoned with. Clothes, always woman's secret vice, gradually evolved into a bold virtue. Hats, furs, and especially shoes, more than ever, became the fascinating topic of conversation.

And at such tea tables, it was inevitable that Cammeyer, as usual, be the first name upon all feminine lips when shoes were mentioned. Inevitable because Cammeyer styles and values were the most outstanding in their field.

Thus, it became only necessary to say "Cammeyer," and all that most superlative in feminine footwear came as a natural corollary.

That is why Cammeyer advertising felt it had no more to do but repeat "Cammeyer."

Such was the regular campaign, based on the advertisement reproduced herewith.

Note its well balaced layout; its ambitious typography.

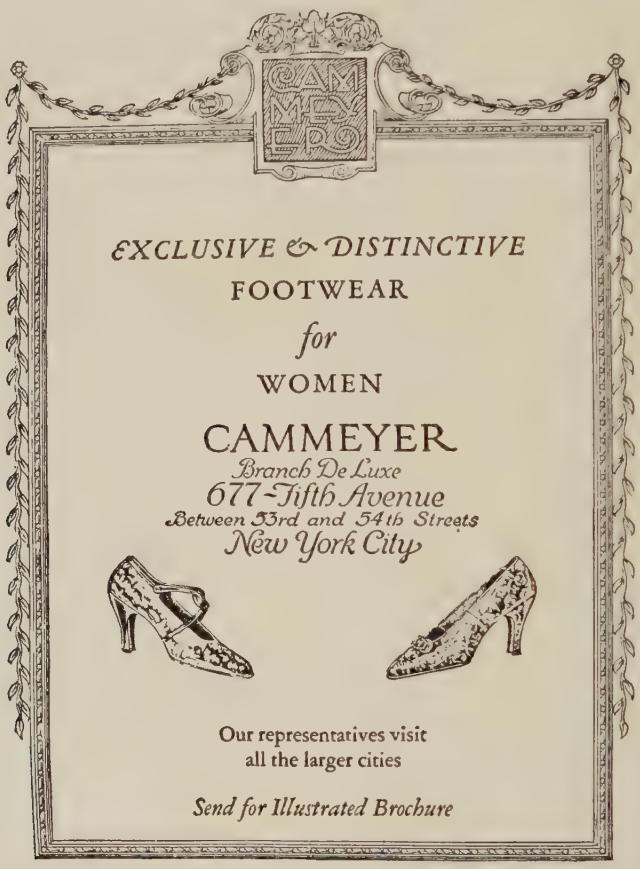
Its only apparent defect is that it was not building business!

After the day of reckoning, it was decided to fully investigate the Cammeyer advertising problem.

Competition, it was found, had been enjoying a mushroom growth. Styles were to be had in more than one establishment. So with values. The race of passing time had left the splendor of the name Cammeyer undimmed. But it had hardly burnished up the corollaries!

Of course, everyone knew that women bought their shoes for one thing only: *Style.*

Well then, why publish social calling cards, when business ones were needed?



THIS AD TYPIFIES THE OLD CAMPAIGN IN 14 PUBLICATIONS THAT ROLLED UP THE "AMAZING" TOTAL OF 200 INQUIRIES

A series of advertisements was created. As the agency responsible for the new campaign declares, "We are trying to feature *shoes with real news value* instead of just *shoes*, as before. We are selling the institution, yes, but selling it through specific merchandise."

In a word Cammeyer now sells "Style" which is exactly the item for which our feminine population is in the market!

As a final step, it was decided to cease inserting small space copy in 14 varied publications and concentrate in large space in 2 key Style publications.

Chains for slipper straps—a new Cammeyer fashion For afternoon, they are woven of braided strands of metal For evening, they are elaborately studded with brilliants

Cammeyer

Salon de Luxe
Fifth Avenue at Fifty-third
New York

Our fashion exhibits are held in many cities. A booklet of new styles will be mailed on request.

THIS AD RETURNED 300 BOOKLET REQUESTS FROM A VERY FASHIONABLE CIRCULATION. THIS WAS THE FIRST OF THE NEW SERIES

Where the old full campaign had totaled some 200 requests for booklets, the new campaign of 6 insertions brought in over 1,000 responses.

The large advertisement herewith, "Chains for slipper straps," etc., typical of the series, brought in 300 requests for the Cammeyer booklet.

An interesting point is in the keying of these advertisements. To avoid the commonplaceness of an obvious key, Cammeyer merely changes the names of the follow-up from "brochure" to "booklet," and "mail order dept." The power of suggestion is sufficient to secure almost perfect results.

* * *

ECONOMICS: Great feminine interest in Style at any price. Cammeyer favorably known.

MERCHANDISING: Exclusive styles from a famous maker.

PSYCHOLOGY: Be exclusive.

RHETORIC: Brief paragraph of specific style chit-chat.

ART: Simple merchandise illustrations set off in liberal white space. Attention value and atmosphere through dominating "modern" decoration.

FACTS AND FIGURES

Product: Shoes
Price: $40-$65
Space: 6 Pages
Medium: Harper's Bazaar and Other Magazines
Inquiries: 1,000
Author: Helen Cass, Street & Finney

CASE 5 C

Clothing Advertisement Increases Sales 2,000 Percent

Proving Once More That the Force of Advertising Is Stronger Than the Force of Habit

IT being Monday, and a rainy Monday at that, the proprietor of Berry's General Store, Grocery and Dry Goods Emporium had a chance to "get caught up" with his bookkeeping. Carefully he adjusted his other spectacles, arranged Saturday's sales slips in alphabetical piles, and commenced transferring totals to the rather smudged pages of a ledger.

"Mrs. Zachariah Young, $11.24" was the last entry, made with a triumphant flourish. Ruffling over the completed pages, he proudly surveyed his handiwork.

"Wish every day was Saturday, and I wouldn't complain!" he told himself.

The calendar remaining unmoved, however, and the weather being increasingly forbidding, Mr. Berry abandoned himself to the unusual occupation of Studying the Business.

"Wonder why more folks do buy on Saturday? . . . Well, they have to lay in their Sunday groceries, for one thing. Then, likely the women-folk want something or other new to wear to church. And everyone who works over to the mill gets paid Saturday, and has the afternoon off.

"I s'pose people have just got in the way of doing their trading Saturdays. Likely it would be better for me if I could get some of them to change, but—" Mr. Berry concluded with a shrewd shake of the head—"it's no use trying to change folks' *habits*, no sir! I wouldn't waste my time that way."

Ever since sales records became more than a way of checking up on accounts receivable, retailers have been busily studying the Peak Day. Naturally, no merchant is worried about decreasing the height of the peak, but he is interested in trying to see how near to peak level he can bring some of the week's valleys.

TOMORROW Monday Morning at 9 O'Clock—the Sensation of Sensations!
1100 TWO-PANTS SUITS
All New Spring and Summer Styles, Your Choice at Just
1/2 Price!
THIS is the FIRST TIME in the history of this store that a HALF-PRICE SALE has been held, and we have been in business more than 14 years. Usually sales such as this are held in August—not so with us—hundreds of men want a new suit of clothes to wear over the 'Fourth' and here's the opportunity!
Remember This!
Every Suit has TWO PAIRS of TROUSERS! Choose from light patterns, checks, plain blues and other dark colors. Don't forget the time—Sale begins MONDAY morning at 9 O'CLOCK. See our windows today!
$29.50 Suits...$14.75
$34.50 Suits...$17.25
$44.50 Suits...$22.25
$49.50 Suits...$24.75
—and even at Half Price you can
Buy On Our Ten-Pay Plan!
You Pay a Small Portion at Time of Purchase—Balance on Ten Equal Weekly Payments, Plus a Very Small Carrying Charge. Buy Yourself a Suit or Two During This Sale to Wear Next Fall. You'll Be Money Ahead If You Do!
Here's How the Budget Plan Works:
Sale Price of Suit | Payment at Time of Purchase | Then 9 Payments for 10 Weeks | Plus a Weekly Carrying Charge of
$14.75 | $2.95 | $1.18 | 12c
$17.25 | $3.45 | $1.38 | 14c
$22.25 | $4.45 | $1.78 | 18c
$24.75 | $4.95 | $1.98 | 20c
Every Suit in the House at a Sale Price!
Just Right Clothes
Theo. J. Israel Co
1011 CALHOUN ST.
EXTRA!
Summer Suits at—
$9.50
$14.50

HOW THEY CHANGED THE "PEAK" DAY FROM SATURDAY TO MONDAY

The manager of the Theo. J. Israel chain clothing store in Fort Wayne, Indiana, had no reason to complain of his Saturday sales. He did feel, however, that could the sales of other weekdays be increased, the total volume of the business would show a marked improvement. Monday and Tuesday being his lightest days, he decided to go al-

together contrary to small town precedent and make a drive for first-of-the-week business. Unlike Mr. Berry, the thought that in making this attempt he would be trying to change the buying habits of a community did not dismay him.

It takes something in the nature of a charge of high explosive to break a new path at right angles to the year-long rut. The Theo. J. Israel Company felt that their use of the Sunday newspaper, contrary to their advertising custom, must be such that it would command interest in the new procedure.

The time of year was June. What could create more comment at such a season than a half-price sale on summer clothing, held prior even to July 4th, the first of the summer holidays?

Seven full columns on an eight-column page, with the news heading "Tomorrow—1,100 Two-Pants Suits at Just One-Half Price" boldly displayed, apparently attracted the attention, held the interest and aroused the desire of every masculine member of the community who had even tentatively considered a new suit of summer clothes. Next morning the Theo. J. Israel store was the scene of a stampede which made the ordinary Saturday business seem like a rainy Wednesday. The store was crammed with eager buyers, and the doors had to be locked. That day's sales showed an increase of 2,000 percent over the same day the year before.

Continued advertising effort since that time has uniformly increased the Monday and Tuesday volume of business.

* * *

ECONOMICS: Season for summer clothes about to begin.

MERCHANDISING: Unusual price reductions at an unusual season.

PSYCHOLOGY: Be well dressed—economically.

RHETORIC: Sensationally descriptive.

ART: Bold, sensational price display.

FACTS AND FIGURES

Product: Men's Clothing
Cost: $14.75 to $24.75
Space: 7 Columns
Medium: Fort Wayne Sunday Journal Gazette
Circulation: 29,534
Cost: $164.64
Sales: Increased 2,000 Percent

CASE 6 C

Fabric Advertisement Pulls 18,000 Inquiries

An Expert Knowledge of Feminine Psychology Dictates Copy and a Sampling Plan of the "Neverfail" Variety

IN their inmost hearts most men desire a son, some one to carry on the family name and, perhaps, the paternal business. But most women sigh wistfully from time to time, "I'd love to have a little girl to dress just as I wanted to. They make such *adorable* clothes for little girls, you know!"

Yes—but those delectable rosebud-and-froth creations in the exclusive shops are for the favored few, as every mother knows after her dreams have merged into practicalities. She can imagine this delicate fabric of blue skies and lacy clouds, for instance, on her Marilyn. What a vision the child would be—for five minutes. And then! The average mother sighs and smiles at the same time, for she's proud of the bubbling life and health that make her daughter a tomboy, even though tomboys are impossible to keep dressed just as one had visioned them.

So she learns to sew (a woman will sew for a small daughter even though she never did for herself) and spends her time copying the costly, frivolous frocks in less expensive and more durable materials. She is on the lookout always for fabrics that satisfy her three requirements—they must be dainty, they must be washable, they must wear. And she is hard to satisfy, this average mother, at the price she wants to pay.

Here was a great potential market waiting for just such a material as Soisette, and the men who marketed this famous fabric were not slow to realize the fact. Soisette has a reputation as an excellent shirting and underwear material. The very qualities that had won it popularity for these purposes—its silky appearance, its dainty small designs, its easily laundered durability and above all, its economy—made it ideal for children's dresses. Mothers would welcome it enthusiastically if they could once see it—feel it—*know* its honest quality!

The shrewd student of feminine buying psychology knows that a

Lucky it's SOIESETTE!

Reg. U. S. Pat. Off.
(*Swah-Zet*)

Oh, dear! Something's spilled! Mother hurry!

Here's a big spot on a pretty dress!

But wait—it's made of SOIESETTE. My, that's lucky!

No harm done. Nothing to cry over. Nothing to worry about. SOIESETTE can be scrubbed and tubbed without a bit of harm. A dress made of SOIESETTE is a *Carefree Dress.*

Ask your dealer for SOIESETTE

Guaranteed
FAST COLORS

- The famous fabric for children's and women's dresses.
- It is a miracle of long wear.
- It washes perfectly.
- Its lustrous finish is a revelation.
- You can get it at a price that is *most* economical for such quality.
- SOIESETTE is made exclusively by the great Ponemah Mills.
- Thousands of looms produce over a million yards each month to meet the demands of American housewives.
- The name SOIESETTE is printed on every yard of selvage. Look for it. This is your protection against imitations.
- Also unequalled for draperies, tea sets, men's and women's pajamas.

Free!

"Soiesette Sally and Her Dresses"

A wonder portfolio—brimming over with the quaintest, liveliest paper dolls. Your child will adore Soiesette Sally and Her Dresses. She is the greatest fun with a lovely wardrobe of all sorts of pretty frocks.
And Sally will also bring mother a little sealed package. Guess what's in it!

Actual samples of the latest patterns of SOIESETTE. So that you can *feel* it, and *judge* it yourself. Every little girl is a friend and playmate of Soiesette Sally for the asking. Every mother is a friend of SOIESETTE, the fabric that is worth its weight in gold when made up into a *Carefree Dress.*

This coupon, will bring friends together
MAIL IT TODAY

THE AMERICAN BLEACHED GOODS CO., Inc.
Dept. 112
39-41 Leonard St., New York, N. Y.

Please send absolutely free, Soiesette Sally and Her Dresses. Also the little surprise package for mother containing samples of the latest patterns of SOIESETTE.

Name _____

Address _____

My dealer's name is _____

IMBUING A GENERAL STORY WITH SPECIFIC APPEAL

woman buys as much with her sensitive finger-tips as with her eyes and her reasoning mind, especially where materials are concerned. The problem was—how to get samples of Soisette actually *in the hands* of the greatest number of buyers.

A full-page advertisement featured a drawing of a somewhat abashed young lady, aged four or so, who had just smeared most of an ice cream cone down the front of her clean frock. "Lucky it's Soisette!" said the headline. The copy explained why this catastrophe, familiar to all mothers, was not so serious after all when the dress was made of a material impervious to repeated launderings.

"Free!" that ever-magic announcement, further down the page heralded the offering of a portfolio of paper dolls to any small girl who wanted one. With it would come, as Mother's part of the "surprise," some samples of the latest patterns of Soisette. "So that you can *feel* it, and judge it yourself."

Within 60 days, 16,801 coupons had been received from this advertisement, and they were still arriving at the rate of 300 a week. Two months more brought the total over 18,000.

* * *

ECONOMICS: Demand for good looking, durable material for making children's clothes.

MERCHANDISING: A material possessing those qualities.

PSYCHOLOGY: "Carefree" dresses for the children.

RHETORIC: Narrative, inductive presentation of "psychological" appeal.

ART: Large display of logotype and free offer.

FACTS AND FIGURES

Product: Dress Material
Space: One Page
Medium: Modern Priscilla
Circulation: 627,831
Cost: $2,250
Inquiries: 18,000
Author: Platt-Forbes Service, Inc.

CASE 7 C

2 Percent of Circulation Answers Silk Maker's Advertisement

Putting "Teeth" Into a "Publicity" Campaign

Born: To Mr. and Mrs. John Smith, 2417 Ridgeway Avenue, a Son, May 14, 1928

AN announcement that announces so many things! Another potential President of the United States has appeared! Another doctor has added to his collection of waiting room photographs! Another parent has been stunned by the amazing prices of baby caps!

When the Capitol Silk Corporation of New York City decided to advertise their soft, new silk, called "Babette" to parents, as a specialty silk for baby clothes, they gave the valuable illustration space to a baby cap!

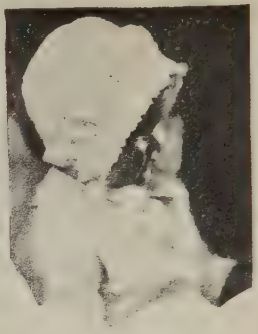
Their problem was not an easy one. Here was a special silken fabric; rich, soft, feathery, ideal for making the dainty baby things that mothers treasure.

As purveyors to the manufacturers who, in turn, sold garments to the distributors, who, finally, sold the caps and coats and dresses to the parents, the Capitol Silk Corporation seemed a long way from its eventual market.

A bold merchandising plan was decided upon. They would advertise Babette Silk direct to the consumer. Consumer interest would be quoted to the manufacturer, who would then make up garments from Babette Silk, pass the Capitol Advertising results on to the distributor, and prepare to profit from the Capitol-created demand.

The Capitol Silk Corporation's advertising agents knew that the plan, theoretically, was not the one new thing under the sun. Other companies had tried it, theoretically, but seemed to have missed success on one point. . . . If consumer demand had actually been created, proofs of that demand had been hardly convincing enough to excite unemotional manufacturers.

To pay its way, the Capitol Silk advertising to the consumer would have to *show* its mettle. Results would have to be *proved.*



for Caps and Coats— and Dresses, too

BABETTE
A Capitol SILK
WASHABLE

THE only silk ever made *just* for infants' and children's wear. Washable . . . soft . . . strong . . . beautiful in its dull lustre . . . this pure all-silk is worthy of the daintiest apparel. For *guaranteed* satisfaction, insist upon the *Babette* label in the next garments you buy.

Sample BABY CAP only 25¢

Slip a quarter (or stamps) into an envelope with this coupon and get a dainty cap of pure silk Babette, exactly as shown in the illustration.

This remarkable offer is made only to introduce you to this beautiful fabric.

CAPITOL SILK CORPORATION
171 Madison Ave., New York, N. Y.

I inclose 25¢ for which send me a baby cap of Babette Silk, as illustrated.

Size: 3 months
6 months
1 year
(Check size and color wanted)

Color: Pink
Blue
White

Name .....

Street .....

City ..... State .....

I buy most of my baby's things at .....

Name of dealer requested

THE BABY CAP ADVERTISEMENT THAT BROUGHT 1,143 REPLIES

So, to attract attention first of all, they pictured one of those ridiculously expensive baby caps. Next, down underneath a reproduction of the label and a modest box briefly describing Babette Silk, they handlettered: "Sample Baby Cap, only 25c." Finally, occupying a full one-quarter of the advertisement's space, appeared a coupon, as inviting to clip as the incentive was urgent.

Could fond papas and mammas resist this opportunity to add to their limited baby cap collections, at the price of twenty-five cents—two bits, west of the Rockies?

One thousand one hundred forty-three, or nearly 2 percent of the medium's circulation, could not; clipped the coupon, signed it, and mailed it with silver coins.

Further, they wrote on the bottom of the coupon the names of their dealers. Which did not detract from the acceptability of this evidence of consumer interest presented by the Capitol Silk Corporation to their manufacturers!

* * *

ECONOMICS: Parents always interested in anything to do with baby.

MERCHANDISING: A special silk fabric for baby's clothes.

PSYCHOLOGY: Inspect this fabric in a sample cap at only 25 cents.

RHETORIC: Brief description of silk fabric. Urge to look for fabric trade mark in finished garments. Urge to write for sample.

ART: Half-tone of cap on baby's head. Well displayed reproduction of trade mark. Bold, handlettered caption offering 25c. sample. Large coupon at bottom, occupying one-quarter of total space of advertisement.

FACTS AND FIGURES

Product: Silk Fabric
Price: 25c Sample
Space: One Column
Medium: Children: a Magazine for Parents
Circulation: 60,000
Cost: $85
Author: Walter K. Porzer Associates, Inc.

CASE 8 C

$5.00 Dancing Outfit Sold Direct from First Ad

By Adding Slippers, Costume Pattern, Lessons—Dancing Device Is Sold to Public at a Profit

AH-H-H-H!" . . . excited gasps from fond mammas in complimentary orchestra seats. . . . Up creaks the curtain . . . a row of badly scared little darlings—half blinded by the sudden footlight glare—start their shaky ballet.

The annual dancing school performance . . . what a moment of triumph!

Once upon a time, fancy dancing was considered a delicacy for the effete aristocracy. But look, to-day, in the "Imperial Ballet" establishment located on every Main Street and you will find this gentle art of Terpsichore thrilling far more daughters of the high stool than of the high hat!

The fact is, America's long heralded artistic renaissance has already squinted, stretched, and yawned in the world of the Dance. And one entrepreneur, at least, recognizes the situation.

Barney's ballet shoes are sought after by practically every dancer. To add the awakening ambitions of a nation's maidenhood to his professional market, he decided to feature "Strong-Arch"— a clever device to support untrained arches and so permit novices to toe dance immediately.

"Strong-Arch" had been advertised to professional dancers in trade papers throughout the preceding season. The device sold for a dollar, and results labeled the advertisements as whirlwinds!

Commandeered, then, was "Strong-Arch" as base for a copy-concoction to lure pennies from Main Street's budding *artistes.*

The adver-potpourri was prepared as follows: 1 pair "Strong-Arch"; 1 pair ballet slippers; 1 costume pattern; 1 course dancing lessons; . . . each beaten separately and loudly . . . mixed well with a large guarantee of results . . . heated over a fast verbal fire until boiling furiously with a passionate aroma of *triumph.* Cost: only $4.87 C. O. D.

The advertisement, it was finally agreed, looked right; the premises were sound; the construction was logically planned.

Placed with beating heart in $140 worth of white space, the dish was finally offered to a test circulation of 200,000.

Within a few brief weeks, over seventy young ladies had received change from their five dollar bills! And as the presses whirl, Uncle Sam still continues to deliver additional encouragement! The coming season, needless to say, will see a campaign addressed—not to paltry 200,000—but to an audience of well over 2,000,000—with each advertisement substantially a repetition of the first.

GIRLS...
Toe Dance in 5 Minutes!
AT last—the thrill of being an expert entertainer is yours. Here is an amazing little device that will enable ANYONE to dance on their toes easily in 5 minutes.
ExperienceUnnecessary
It makes no difference whether or not you have ever danced a step before in your life! This magical dancers device...lasts forever, with the long years of study and practice. It makes the thrilling art of a brilliant toe dancer yours in 5 minutes!
From Imperial Ballet
A coveted secret long held by the Imperial Russian Ballet, this device has been used for years to develop the world's greatest dancers Pavlowa, the incomparable, herself, is never without it. Now the device has been discovered and made public as STRONG-ARCH
AstonishYour Friends
Arrange a little party. Appear suddenly, a long flame Leap, whirl, pirouette. The excitement you'll create! The awed admiration you'll win! And this apparently difficult feat of beautiful toe
Lina Basquette Warner STRONG-ARCH
Metropolitan Opera Ziegfeld Follies Koslolf School Denishawn Dancers and Hundreds Equally Famous
Barney furnishes ballet slippers and STRONG-ARCH to ballets of
dancing you will have learned in 5 minutes
FREE
WITH OUTFIT
Special, illustrated lessons in toe dancing, written by Lina Basquette, famous Ziegfeld Follies Star, with easily learned, audience-inspiring dances
Complete Outfit
With this marvelous device, STRONG-ARCH, comes a clever pattern that will enable you to make a professional ballet dress for yourself with little effort and practically no cost. Also ashes a pair of the famous Barney professional Ballet Slippers. And easily understood dances, illustrated by Lina Basquette, famous Ziegfeld Follies Star are included with explanations, absolutely FREE!
Send No Money
Although professional ballet slippers alone cost as much as $5 and more, this complete outfit that will let you appear before your friends as a beautiful toe dancer in 5 minutes, is being introduced at only $4.87. Send no money; just the coupon. Deposit $4.87 and your package with postman in full payment. Remember, if you are not over joyed in every way if you cannot positively easily and expertly dance on your toes in 5 minutes your deposit will be refunded immediately without question
Barney's, Dept. D-6,
304 W. 42d St., N. Y. C.
Send me STRONG-ARCH (which will enable me to toe dance in 5 minutes) also 1 pair professional ballet slippers, 1 pattern for ballet costume, and FREE, illustrated lessons. I will deposit $4.87 with postman in full payment. If STRONG-ARCH does not enable me to toe dance easily and expertly in 5 minutes, I can return outfit in good condition and have my money refunded immediately, without question
Name.....
Address.....
City.....
Size of my street shoes.....
(Attach outline if size of foot)

A FIRST INSERTION, YET IT PAID FOR ITSELF

* * *

ECONOMICS: Awakening general interest in ballet dancing.

MERCHANDISING: An outfit to make ballet dancing, easy for the novice.

PSYCHOLOGY: The thrill of being an *artiste*.

RHETORIC: Expository. Note emotional-rational-emotional sequence. Diction, simple, fast, sensational.

ART: Solid 6 point type with large hand drawn headline and photo of typical dancer.

FACTS AND FIGURES

Product: Dancing Outfit
Cost: $4.87
Space: 140 Lines
Medium: Dream World
Circulation: 200,000

Cost: $140
Sales: 70
Author: Advertising Service Bureau, Macfadden Publications Inc.

CASE 1 D

Linoleum Campaign Brings in Nearly .03% Voluntary Inquiries

Notes on the Wisdom of Selling "Home Decoration" Rather Than Linoleum

"FROM scullery maid to society matron" has all the earmarks of a ravishing true story. Frederick Walton, himself, when he invented linoleum some threescore years ago, could hardly have foreseen his little kitchen helper gracing some of America's most respected drawing rooms!

A practical chemist of great initiative and ability, Walton invented this patrician oilcloth for warmer, more colorful kitchens where tubs and sinks and stoves would cast no shadows over ugly wear holes.

But cleverer merchandising brains recognized opportunity in America's building boom. The Armstrong Cork Company of Lancaster, Pennsylvania, dared to visualize linoleum—*not merely as a necessity for the kitchen*—but rather as a luxury "*for every floor in the house.*"

They forgot the kitchen story and concentrated on creating beautiful breakfast rooms, living rooms, bedrooms. A "Bureau of Interior Decoration" was established to give free advice to customers or potential customers. Then, after long study, the advertising expression was agreed upon.

Here was oilcloth copy—with a vengeance! Beautiful in layout impression, the copy has never disappointed.

Glowing, alluring tales of the new beauty possibilities that Armstrong's Linoleum opens to the home, starts the story. A fistful of sample patterns finishes it. Throughout the campaign, every sketch, every word, breathes of beauty, of the happiness of your home floored modernly throughout with Armstrong's Linoleum.

This current campaign is keyed with a 25 cent booklet on interior decoration. The booklet offer is not featured nor "sold;" it can only be discovered after the copy has had a thorough chance to do its work of selling Armstrong's Linoleum.

Armstrong's Linoleum *for every floor in the house*

Look for the CIRCLE A trademark on the burlap back

A New Conception of Linoleum and a New Conception of Floors

PRETTIER rooms! Rooms of color! The last few years have brought in a growing vogue for brighter, more cheerful interiors.

Color and design in floors is part of this decorative trend. For in any room the floor is always the biggest expanse that meets the eye. The floor must complement or contrast with the other furnishings.

Eight years ago the makers of Armstrong's Linoleum established their Bureau of Interior Decoration. They had a new conception of linoleum. They saw linoleum not merely as a durable, sanitary, easily cleaned floor, but as a floor of beauty.

Today in all the finer patterns and colors Armstrong's Linoleum is designed and made with the idea—

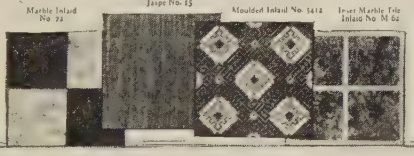
First, that it shall be bought with an eye to its beauty,

Secondly, that it shall be laid for permanency, with cement, over a lining of builders' deadening felt (no [illegible]),

Thirdly, that it shall be waxed and cared for as any fine floor should be

Very soon interior decorators saw the possibilities of color in floors. Architects, too, became interested in the idea. Women were quick to see what fine floors the newer and better designs in Armstrong's Linoleum would make for their best rooms

Many interesting designs have been developed. There are rippling two-tone Jaspes (the living-room floor in the picture is the new Jaspé tile), dignified inlaids, rich marble tiles, quaint Dutch patterns, and attractive carpet and matting effects



At good stores you can see these new designs and colorings and arrange for modern laying. If you want help and advice on particular problems of decoration, describe your rooms, and our Bureau of Interior Decoration will give you individual suggestions. No charge.

A new book on home furnishing and decoration

Mrs. Agnes Foster Wright of New York is an authority on interior decoration and a writer for House and Garden and other magazines.

Her recent book, "Floors, Furniture, and Color," includes color ideas for decorating different rooms, and gives advice that will help make your home more attractive. You may buy it from us for twenty-five cents. (In Canada, 60c.)

ARMSTRONG CORK COMPANY
Linoleum Division
844 President Ave., Lancaster, Pa.

198 TWENTY-FIVE-CENT RETURNS FROM JANUARY, THE FAMOUS "BAD" MONTH

Yet these keys—with a nearly .03 percent direct response—give a somewhat amazing indication of the power of copy with a real merchandising idea for a basically most commonplace product.

ECONOMICS: National building boom under way. Great interest in new and daily developing improvements for the home. Product not cheap; well-to-do buyers to be reached.

MERCHANDISING: The latest development in modern good home building: "Linoleum for every floor in the house."

PSYCHOLOGY: A beautiful home.

RHETORIC: Expository. Diction, simple, dignified, feminine.

ART: Full color painting of room, occupying half of space. Modestly displayed headline.

FACTS AND FIGURES

Product: Armstrong's Linoleum
Price: $18-$30
Space: 1 Page
Medium: House Beautiful
Circulation: 68,000
Cost: $1,300
Inquiries: 198

CASE 2 D

Stove Ad in Four Colors Draws 30,340 Coupons Throughout a Year

The Copywriter Keeps His Mind on the Reader—
And the Reader Keeps Her Mind on the Copy

HOW little are we the "captains of our souls; the masters of our fate." Deliberately we set out to conquer the world, little knowing, alas, that we are but as the waves that dash themselves against the rock.

We say that we "sell a man an idea;" that our advertisement "makes people buy;" that we can "control and direct human activity." Yet, at most, we can but seek the eternal chords in the bosom of humanity; if we fail to touch them, fine words and pictures are an empty gesture; if we find them, our crudest method of expression will set the ether vibrating and the cash register ringing.

Such a chord do we reach in boyish breasts when we discuss kites in March and marbles in April.

Such a chord do we strike in manly chests when we picture trout after the fly or moose come down to drink.

Such a chord do we tremble in feminine throats when we fill a full page in four colors with a myriad of picturesque, appetizing, satisfying cookies!

The American Stove Company of Lorain, Ohio, with the ingenious Lorain Oven Heat Regulator to sell, knew that few women could resist the appeal of colorful dishes. Particularly at the holiday season when problems of good things to eat were uppermost in matronly minds.

A month before Christmas a full page appeared. To those who were caught and stopped by the cooky display, the copy narrated how Mother had been able to bake for Santa Claus after the children had tumbled to sleep—bake at the eleventh hour, *safely*, because the Lorain Oven Heat Regulator made results *sure*.

Followed an outline of other uses for the clever Lorain Regulator —stressing the comfort and convenience of cooking this *accurate* way.

One easy turn of the Lorain Red Wheel gives you a choice of any measured and controlled oven heat for any kind of oven cooking or baking.

Unless the Regulator has a RED WHEEL it is NOT a LORAIN

Every reader is invited to sign and send in the coupon below for a free copy of the Lorain Time and Temperature Recipes for Christmas Cookies. Among the recipes are these for Oatmeal Spice Cakes, Yuletide Kisses, Almond Squares, Butterscotch Cookies and Ginger Wafers. Follow the directions given in each recipe - and you can't fail to

'Twas the night before Christmas

—and all through the house not a creature was stirring," except Mother. Mother knew the joy—and need—of placing beneath the tree some wholesome goodies that the children could nibble at to their hearts' content.

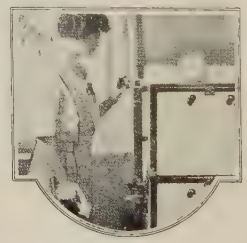
To be sure, it was a queer time to be making cookies. The hour was late and mother was tired. But *this* particular Mother was very, very wise. Like thousands of other housewives, this Mother owned a gas range equipped with a Lorain Oven Heat Regulator, so she knew all the tricks and short-cuts of Cookery.

Two days before, she had made the cooky dough and had placed it in the ice-box. Then on Christmas Eve all she had to do was to cut out the cookies, place them in the oven, set the Red Wheel at a given temperature, and after a few minutes remove whole trays of delicious, nut-brown cookies!

On Christmas Day this same Mother will put a whole Turkey Dinner in the Lorain Self-regulating Oven at nine in the morning; then she'll play with the children until one in the afternoon when the deliciously cooked dinner will be ready to serve. And—next Summer she'll can all her fruits by the new Lorain Oven Method.

What a great and glorious Christmas Gift for any Mother—an all-white-enameled gas range equipped with the Lorain Oven Heat Regulator!

Dealers and Gas Companies everywhere will gladly demonstrate the Lorain Self-regulating Oven. Many of them sell Lorain-equipped Gas Ranges on easy time-payments. A few may try to sell you something else not nearly so good. So, insist on a gas range that has a Red Wheel Regulator. That is the "Lorain"—the Original.



Lorain has been in use in thousands of homes for over ten years and has proved unfailingly durable and dependable. Lorain is an Oven Heat Regulator but—all heat regulators are not Lorain. *There is only one "RED WHEEL LORAIN". Accept no other!*

AMERICAN STOVE CO., 829 Chouteau Ave., St. Louis, Mo.
Largest Makers of Gas Ranges in the World

We manufacture coal stoves and the celebrated Lorain High Speed Oil Burner Cook Stoves for use where gas is not available, but the Lorain Regulator cannot be used on these.

These famous Gas Stoves are equipped with the Lorain Oven Heat Regulator:
Reliable, Reliable Stove Co. Div., Cleveland, O.; Direct Action, National Stove Co. Div., Lorain, O. Clark Jewel, George M. Clark & Co. Div., Chicago, Ill.; New Process, New Process Stove Co. Div., Cleveland, O. Dangler, Dangler Stove Co. Div., Cleveland, O.; Quick Meal, Quick Meal Stove Co. Div., St. Louis, Mo.

WHEN Gas is not available, oil is the most satisfactory cooking-fuel *provided* you use an oil stove equipped with Lorain High Speed Burners, which apply a clean, colorless, intense heat directly against the cooking-utensil.

Look for the RED WHEEL

LORAIN
HIGH SPEED OIL BURNER

LORAIN
OVEN HEAT REGULATOR

AMERICAN STOVE COMPANY
829 Chouteau Ave., St. Louis, Mo.

☐ Please send free copy of Lorain "Time and Temperature" Recipes for Christmas Cookies.
☐ Enclosed find 50c in _____ for copy of 128 page Illustrated Cook Book containing Lorain Time and Temperature Recipes.
Note: Check which you wish and *Print* name and address plainly.

Name _____
Street _____
City _____
State _____ S E P 12-1-23

THIS IS THE ORIGINAL BLACK-AND-WHITE INSERTION, THE FOUR COLOR VERSION, WHICH APPEARED EXACTLY A YEAR LATER WAS IDENTICAL IN EVERY RESPECT, SAVE FOR THE ELIMINATION OF THE LAST PARAGRAPH IN THE COPY AND OF THE 50 CENT COOKBOOK COUPON CLAUSE

The most outstanding problem in cooking, perhaps, has been the uncertainty of the art. The most experienced chefs have never been able to guarantee their results in advance; no two reproductions of the same recipe have ever been exactly alike. Regardless of how accurately the ingredients were measured; regardless of how carefully the mixing was timed, the final phase, in the oven, still remained a matter of guesswork until the Lorain Oven Heat Regulator was devised.

Now, modern recipes add to their scientific formulae a final item, oven temperature. A turn of the Lorain "red wheel" to the specified temperature keeps the oven at an exact heat. Then the clock tells just when the dish is ready.

In spite of the scientific aspect of their product, however, the American Stove Company has refrained from technical copy. They have first touched the eternal feminine chord of successful cooking; then have rationalized these results with the story of the Lorain Oven Heat Regulator.

In 1925, recipe folder requests were so encouraging an index of interest for one of the Lorain black-and-white Christmas ads in a "men's" national weekly, that the same ad was reproduced in four colors the following December in a large "woman's" magazine. This four-color ad, with its beckoning display of cookies and its interesting story of Mother's last minute baking, produced 11,961 recipe folder coupons within a week, 24,852 by the end of the month and 30,340 at the close of the twelve months' period.

* * *

ECONOMICS: Women always interested in new cooking methods, particularly, because cooking has always been a most uncertain art.

MERCHANDISING: A heat regulator that insures dependable results.

PSYCHOLOGY: Become an admirable cook.

RHETORIC: Narrative lead, inductively developing "merchandising" point.

ART: Four-color reproductions of fancy cookies. Christmas tree and toys suggested in background. Large color display of Lorain "red wheel" trade mark. Bold logotype in color. Generous coupon with

tint background. Photograph of young housewife turning regulator of stove (regulator in color). "Action" layout, leading eye to coupon, logotype and trade mark. Coupon offer displayed in box at top of ad.

FACTS AND FIGURES

Product: Stove

Space: 1 Page, 1 Color Page (same copy and layout)

Media: Saturday Evening Post, Woman's Home Companion

Circulation: S. E. P. 2,466,910; W. H. C. 1,853,053

Cost: S. E. P. $7,000; W. H. C. $10,000

Inquiries

Saturday Evening Post, December 5, 1925

1925		1926										
Nov.	*Dec.*	*Jan.*	*Feb.*	*Mar.*	*Apr.*	*May*	*June*	*July*	*Aug.*	*Sept.*	*Oct.*	*Total*
50	1164	74	23	20	6	3	3	3	0	2	2	1350

Woman's Home Companion, December, 1926

1926		1927										
Nov.	*Dec.*	*Jan.*	*Feb.*	*Mar.*	*Apr.*	*May*	*June*	*July*	*Aug.*	*Sept.*	*Oct.*	*Total*
11,961	12,891	2641	1179	761	375	155	88	67	96	83	43	30,340

CASE 3 D

18 Lines About Sewing Machine Attachment Bring in 1,600 Dollar Bills

Big Space and Costly Art Work Are Not Always Needed

ONCE upon a time (which is the way all really interesting stories begin) sewing was a fine and feminine art. Witness the sampler there upon the wall, with its millions of tiny, intricate stitches. When Grandma was not engaged in such fanciful work, she was weaving her own linens on a home-made loom, or fashioning a Sunday gown from yards upon yards of stiff stand-by-itself taffeta. . . . Of course, she could pursue these lighter pastimes only in the intervals of baking, sweeping and cleaning, washing, butter and candle-making, planting and weeding the kitchen garden and bringing up a large family in the way it should go.

As household tasks grew lighter, somehow women had correspondingly less time for sewing. Came the sewing machine, and with it, very likely, the dawn of that well-known opprobrious phrase, "It looks home-made."

It is one of the mysteries of feminine psychology and modern fashion that a woman will pay twice the price for something labeled "hand-made," when she would not be found dead wearing something that another woman would instantly label "home-made." And, very often, the difference between the two is simply a matter of finish.

Hemstitching and its derivative, picoting, undoubtedly owe much of their popularity to this very feminine trait. Not only does hemstitching add an attractive finish to household linens and various wearables, but, wherever used, it lends the professional touch, even to home-made things. And, in theory at least, it's so easy to have done. Sometimes!

Sister Sue selects a dear little dancing frock from the pages of her favorite fashion magazine. "See, mother," she says, "it's just like the one Corinne Griffith wore in the picture we saw last week. It will be easy to make, because the skirt is nothing but petals of georgette—all picoted. The top of the bodice is picoted too. Isn't it darling?"

The pattern is purchased, the material cut and basted, and off to the hemstitcher's it goes. Then, one of three things may happen.

Perhaps it comes back on schedule, nicely hemstitched in exactly the right way, and needing only a few snips of the scissors to transform that hemstitching into a dainty picot edging. Or again—perhaps the stitching is out of line, the thin material pulled into shapelessness, and the bodice "just impossible." A third perhaps—the work is not finished on time, and Sister Sue has to wear last year's blue taffeta to the fraternity dance.

THE PERFECT HEMSTITCHER
PERFECT HEMSTITCHING AND PICOTING ATTACHMENT PRICE $1.00
Absolute money-back guarantee Greatest invention ever known for the housewife Fits any make of sewing machine Easy and quick to attach Easy to operate Pays for itself in ten minutes time. Hemstitching as beautiful as done by a $275.00 machine. Send no money Pay the postman $1.00. Keep it five days. Your money back if you are not more than pleased
HEMSTITCHER CO., Dept. 53, Ft. Worth, Tex.

NO ROOM FOR EVEN A COUPON! YET THIS $99 AD RETURNED $1,600

In either of the latter two cases, the home seamstress is heard to wail: "Such service—and it cost $2.34! If I only had the machine to work with, I could do better myself."

Now, a professional hemstitching machine is a large and unwieldy apparatus which costs around $275, and is out of the question for private homes. Not so the neat little contrivance made by The Hemstitcher Company of Fort Worth, Texas, which may easily be attached to any ordinary sewing machine. It does satisfactory work, any home seamstress can easily operate it, and the cost is just $1!

Small wonder that The Hemstitcher Company have never felt that large advertising space was needed to sell a product of this kind by mail. Scattered over the country are literally hundreds of thousands of women who are logical prospects for such an article at such a price. Women such as those just described, who have had unfortunate experiences with commercial work; women who want to sew as economically as possible; and women in rural districts, out of reach of the professional hemstitcher.

Small-space insertions have been used regularly in women's magazines for the past eight or ten years. The copy and art work have been simple in the extreme, as small-space copy and art work must necessarily be; neither varying to any great degree. Yet the copy pulls—and pulls—and pulls!

The eighteen-line advertisement reproduced herewith produced 1,600 orders—not inquiries, but ORDERS!

* * *

ECONOMICS: All women who do home sewing are interested in hemstitching.

MERCHANDISING: A real home need at the low price of $1.

PSYCHOLOGY: "In ten minutes time you can do work that would cost the price of the machine if done professionally."

RHETORIC: Simple, brief, descriptive.

ART: Simple line cut of product jammed close against 6 point type.

FACTS AND FIGURES

Product: Hemstitching Machine
Price: $1
Space: 18 Lines
Medium: People's Home Journal
Circulation: 963,662
Cost: $99
Sales: 1,600

CASE 4 D

Kitchen Utensil Half Page Produces 59,035 Four Cent Coupons

Record Advertising Response Proves That It Pays to be Specific in Manufacturer's Copy as Well as in Retailer's

"NOW, my dear, if I were starting housekeeping, I'd have none of your agate or aluminum oven ware. I'd get *nothing* but Pyrex."

"Yes, of course, I've heard so much about it, but. . . ."

"My dear, there's nothing like Pyrex. It's glass, you know. You can look right through and see just how everything is coming along."

"Oh, surely, there's nothing like Pyrex, but. . . ."

"Furthermore, my dear, it bakes everything so evenly and thoroughly and it never cracks, nor crazes nor gives a funny taste to the food. And, my dear, you can serve on the table right from it, it looks so good and, being glass, it's no job at all to clean, really, my dear. . . ."

"I *know* how wonderful Pyrex is. Every one has told me about it. Every one I know simply *loves* it. But I just can't afford it. It's so *frightfully* expensive."

There, in a nutshell of conversation, was the situation faced by the Corning Glass Works, Inc., makers of Pyrex Ovenware.

Like Emerson's mousetrap, this ingenious glass product long ago had made the world wear a path to its door. Tentatively offered at first over a few retail counters, a number of women had tried it. Then one woman told another. Like Gold Medal Flour, Royal Baking Powder, and Old Dutch, Pyrex soon became a household word. Only. . . .

With its praise, went a postscript. Pyrex was a very extravagant luxury.

There was no question but that a Pyrex utensil sold at a higher price than its metal counterpart. Nevertheless, insisted the Corning sales department, Pyrex was an *economy*.

An economy, primarily, because each utensil was so cleverly designed as to be serviceable in place of several metal dishes.

An economy, secondarily, because these glass containers cooked better, cleaned easier, and lasted longer than their metal rivals.

Pyrex ovenware represents good value, conceded the advertising counsel; housewives are always looking for good value; let's sell Pyrex to housewives on the common sense basis of value.

How many manufacturers could agree to such a sound, simple, fundamental advertising policy!

And how many manufacturers could agree to the simple, concrete STYLE OF EXPRESSION found most profitable by mail order houses and department stores, whose lives actually depend upon successful advertising!

"For $5.15," the headline read, "you can do all your regular baking in Pyrex Ovenware."

Crowning the headline was a carefully retouched photograph of the set of Pyrex utensils, simply arranged and set off in stark detail by a black background.

For $5.15

Casserole, pie plate, utility dish, bread pan, 6 custard cups—for $5.15

You can do all your regular baking in PYREX OVENWARE

FOR $5.15! You can buy enough Pyrex ovenware to do all your ordinary baking! Enough Pyrex dishes for hundreds of recipes.

Bakes better than metals

Guarantee

Send Today

This coupon and 4c entitle you to a sample custard cup of genuine Pyrex ovenware.

CORNING GLASS WORKS
Dept. B-1 Corning, New York

Send me find 5c to cover actual cost of mailing sample custard cup of genuine Pyrex ovenware.

Name

Address

Send 4c for this Pyrex Custard Cup

4¢

for this sample Pyrex Custard Cup

59,035 FOUR CENT COUPONS IS SOMETHING OF A RECORD FROM A HALF-PAGE AD!

A caption under the illustration itemized what the reader saw—and restated the price.

Two brief but complete columns of copy specifically outlined the virtues of the Pyrex shape, material and guarantee.

Then, under the suggestive caption, "Take this $5.15 list tc your dealer," was deliberately tabulated the list of utensils with their prices.

Did this bread-and-butter copy put general, inspirational styles to shame? Did the housewives of America "get" the Pyrex sales and advertising story?

Dealer reorders tell one tale. Pyrex business since this campaign was initiated prove it the most successful ever published.

Direct coupon returns give a still more graphic account. In answer to the specific offer of a sample custard cup at the boldly displayed bargain price of four cents, 59,035 women mailed in coins and coupons from the very first ad of the campaign—a half-page ad, at that!

* * *

ECONOMICS: Most housewives know of Pyrex. Pyrex generally thought to be an expensive luxury.

MERCHANDISING: Pyrex design and material make it an economy.

PSYCHOLOGY: Better, easier cooking now within your reach.

RHETORIC: Deductive presentation of "merchandising" point. "Bargain" headline. Descriptive copy; absolutely specific throughout. Bold display of sample offer.

ART: Retouched photograph of utensils economically arranged for spacing on black background. Well displayed headline and coupon offer. Sample offer cup in light half-tone used as coupon.

FACTS AND FIGURES

Product: Kitchen Ware
Price: $5.15
Space: One Half-Page
Medium: Woman's Home Companion
Circulation: 2,029,366
Cost: $3,800
Inquiries: 59,035 Four-cent Coupons
Author: J. Walter Thompson Co.

CASE 5 D

Novelty Kitchen Utensil Wins 2,603 Inquiries

Good Advertising Consists in Recognizing and Satisfying the Consumer's Expressed or Unexpressed Need

ASK the boy his impression of our recent European unpleasantness, and he will say, "war blood." Ask the girl, and she will say, "war bride." Ask the housewife, that sturdy backbone of the nation, and she will say, "war bread."

The blood has long since dried to dust. The bride has seen the sights or Reno. But the bread has left an indelible mark upon our national consciousness. It might be safely stated that the Great War changed the eating habits of a nation!

Once, white bread was the "staff of life." Now, it is frowned upon with suspicion, in favor of the homely earth colored loaf.

Once, beef shamelessly graced three meal tables, and macaroni, spuds and ice cream kept constant company. Now, "balanced diet" suggestions are offered on every cafeteria bill of fare.

Once, the hungry laborer dared to eat meat floating in gravy, while the contents of his vegetable plate wilted and died of thirst. Now, the careful housewife feeds her man foods cooked without water—simply in their own retained juices.

A most sensible idea. Ever since the great discovery that we are a nation of weaklings, health magazines have advocated this revolution in dietary practice.

Issue after issue has appeared during the early thoughtful years of this decade, blazoning the sacrilege of losing food juices in aqua pura—crying the vital importance of cooking foods all alone with the chemical elements God gave them.

And if you have ever visited a physical culture household, you have found that your hostess devised means to cook her meals this healthful way.

But such conscientious households, considered a thoughtful, cooking utensil manufacturer, were few and far between.

There must be thousands of women, who have heard of "water-

"Healthway" Cooking

"... The Success or Failure of our daily lives —how little we realize to what an extent it is determined by our food!

Travel the road to Better Health by feeding your body food which has not been robbed of the precious vitamine elements, mineral salts, and rich natural flavors!

Properly cooked food containing all the valuable nourishments is as essential to good health as proper exercise. For years doctors, dietitians, and food specialists have realized this fact, but people could not follow their teaching because the proper cooking utensil was not available. Then there appeared on the market

The Waterless Cooker

This Modern Health Cooker prepares all fresh vegetables and meats in their own rich juices and oils without the use of water The insulated base prevents scorching and burning The air-tight cover locks in all of the heavily food-laden vapors. Foods are cooked at low temperature. A complete meal can be prepared over one burner without loss of the soluble food elements.

Famous for "Cooking tough meat tender"

The convenience and economy of the Waterless Cooker will delight you. Saves one-half the fuel. Can be left for hours without attention. Hundreds of thousands in daily use.

Made in six sizes from high grade aluminum. Priced from $4.50 to $13.50.

Is your health worth protecting? Then clip the coupon and mail to—

THE KITCHEN CRAFT COMPANY
26 Health Hill - West Bend, Wisconsin

I am interested in the new Waterless Way of preparing food. Please send me free copy of "Better Cooking" circular and description of the Waterless Cooker.

Name.....

Address.....

City.....State.....

$540 WORTH OF SPACE PRODUCES 5 TIMES THAT MANY INQUIRIES

less cooking," figured the Kitchen Craft Company of West Bend, Wis. They would like to try this method. But they don't know how!

Kitchen Craft engineers were set to work designing a utensil that would cook food without water. Model after model was rejected. Finally a handsome piece of aluminum was presented to the test kitchens for trial.

The report came back: "Easy to use; cooks quickly; uses half as much fuel; needs less attention; conserves all vital food elements; prepares delicious meals."

At last here was a utensil that would permit every modern housewife to try the famous waterless method of cooking!

The market was there. Long editorial health propaganda had insured that. The popular trend was all in favor of such a novelty as a real waterless cooker. The hawker needed only to shout his wares, and customers would buy.

So the advertising wasted no words in long explanation; in scientific persuasion. The copy merely offered seasonable merchandise. Well chosen words of an almost purely descriptive character, were selected and set in readable 14 and 12 point. Because the utensils cost as much as $13.50 no attempt was made to sell direct from the advertisement.

Inquiries were all the coupon asked for. And inquiries, the coupon brought back—2,693 of them flooded Kitchen Craft desks within a short time after the ad appeared.

And because the copy had been frank, had concealed nothing, a great proportion of those inquiries has already been turned into actual cash sales.

* * *

ECONOMICS: War left housewives receptive to the "waterless cooking" idea. Heretofore, however, waterless cooking has been a limited practice, because of the seeming inconvenience involved.

MERCHANDISING: A simple way, at last, to cook without water.

PSYCHOLOGY: Now, a healthier self and family.

RHETORIC: Brief expository lead; purely descriptive body. Simple diction.

ART: Bisymmetric, dignified layout.

FACTS AND FIGURES

Product: Waterless Cooker
Prices: $4.50 to $13.50
Space: 2 Columns
Medium: Physical Culture
Circulation: 300,000
Cost: $540
Inquiries: 2,693
Author: Cramer-Krasselt Co.

CASE 6 D

$2,160 Utensil Campaign Does $20,000 Business

Sticking Everlastingly at It Brings Success Here

THE Kitchen Craft Company, of West Bend, Wisconsin, can look upon its advertising as a social influence as powerful as the wise words of the authors in the magazines carrying its copy.

For years has health journalism insisted upon the importance of cooking foods in their own natural juices, without adding water.

As the leading waterless cooking utensil manufacturer, the Kitchen Craft Company has advertised its product as a logical step in health journalism.

Its campaign has consisted mainly of single column advertisements. Each ad boldly displays the "waterless cooker" logotype. Timely, it gains instant attention. The copy then, in a dignified exposition reiterates the keynote of "health from waterless cooked foods," explains how the Kitchen Craft Cooker works, and concludes with a generous sized coupon offering a booklet on waterless cooking.

Approximately 75 percent of all inquiries are turned over to local sales canvassers (as many as 33 percent of the total inquiries from an advertisement have been from prospective agents). The remaining 25 percent (due to territories where no agents yet operate) are followed up by a direct mail series soliciting a direct sale.

The campaign reproduced in these pages has brought in over 6,000 inquiries from one publication alone; 35 percent of these inquiries have been turned, by agents and direct mail, into actual sales. At an average of $10 a sale, the total figure from this one publication reaches $20,000.

* * *

ECONOMICS: Readers interested in waterless cooking for health.

MERCHANDISING: A practical waterless cooker.

PSYCHOLOGY: Health for your family—now easy.

RHETORIC: Expository, complete in presentation of material.

ART: Detailed illustration of product, with decorations for single column unity.

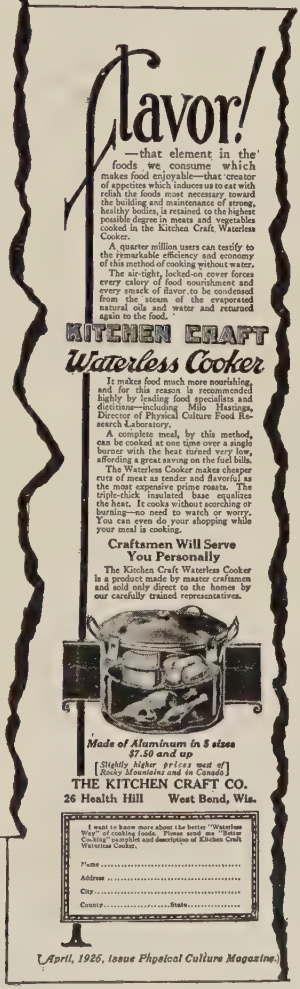
7 ADS LIKE THESE TOTALED 6,019 INQUIRIES

Cold Pack Canning
made easy!
The Kitchen Craft Waterless Cooker serves as an ideal cold pack canner.
Because of its air tight and heat retaining qualities, it insures perfect sterilization of fruit, vegetables or meat in canning.
Cold Pack Canning Capacities of Waterless Cookers
No. 106 holds 5 pint jars,
No. 108 holds 7 pint jars;
No. 110 holds 7 pint jars or 4 quart jars.
No. 112 holds 8 pint jars or 5 quart jars.
No. 116 holds 8 pint jars or 5 quart jars or 5 half gallon jars.
No. 112
Sectional view of Kitchen Craft Waterless Cooker showing use as a cold pack canner
KITCHEN CRAFT
Waterless Cooker
Made of Aluminum in 5 Sizes
$7.50 and up
[Slightly higher prices west of Rocky Mountains and in Canada]
Cold pack canning is only one of the valuable uses for this wonderful utensil, which is also a complete cooking equipment that can be used twice daily the year around.
You Can Cook Your Whole Meal on One Low Flame
The complete meal accessories furnished with the waterless cooker enable you to prepare an entire meal over one low flame. No need to watch, stir or worry—you can leave it for hours in safety.
The Kitchen Craft Waterless Cooker is truly a Health Cooker. Foods are cooked in their own juices instead of water. A larger percentage of the natural flavors and mineral elements are retained by the Waterless Method. This cooker is endorsed by the foremost dietetic authorities, including Milo Hastings, director of the food research laboratory of "Physical Culture."
Sold only direct to the home by specially trained, authorized representatives identified by the Kitchen Craft lapel button.
THE KITCHEN CRAFT CO.
Health Hill West Bend, Wis.
I want to know more about the better "Waterless Way" of cooking foods. Please send me "Better Cooking" pamphlet and description of Kitchen Craft Waterless Cooker
Name
Address
City
County State

(July, 1926, Physical Culture Magazine)

KITCHEN CRAFT
Waterless Cooker
You and Your Children Need These Foods
Carrots! Cabbage! Spinach! Beets! String Beans! Healthful, regulating vegetables—full of body-building vitamines — rich minerals. But children do not like them cooked in the ordinary way with all the "goodness"—the natural "sweetness" and flavor cooked out—boiled and steamed away.
Cook these same vegetables in a KITCHEN CRAFT WATERLESS COOKER—in their own rich juices and oils, without adding any water. There's a different flavor—a better—richer—palate-tickling taste that everyone likes. Meats, too, are better cooked the "Waterless Way." The cheaper cuts are cooked tender, made as tasty and nourishing as the higher-priced, selected cuts.
The triple-thick, insulated base insures uniform heating. The air-tight, locked-on cover prevents scorching and burning by retaining all of the heavily food-laden vapors. A complete meal is cooked on one burner, over a low flame, without watching, stirring, worry. Go out—leave it for hours at a time. Your dinner, deliciously cooked, is ready to serve when you return. Saves one-half the fuel and practically all cooking shrinkage.
Endorsed by leading food specialists and dietitians—including Milo Hastings, Director of Physical Culture Food Research Laboratory.
Made of Aluminum in 6 Sizes
Sold exclusively through our representatives
$4.50 and up
[Slightly higher prices west of Rocky Mountains and in Canada]
THE KITCHEN CRAFT CO.
26 Health Hill West Bend, Wis.
I want to know more about the better "Waterless Way" of cooking foods. Please send me "Better Cooking" pamphlet and description of Kitchen Craft Waterless Cooker
name
Address
City
County state

(January, 1926, Issue Physical Culture Magazine.)


Flavor!
—that element in the foods we consume which makes food enjoyable—that creator of appetites which induces us to eat with relish the foods most necessary toward the building and maintenance of strong, healthy bodies, is retained to the highest possible degree in meats and vegetables cooked in the Kitchen Craft Waterless Cooker.
A quarter million users can testify to the remarkable efficiency and economy of this method of cooking without water.
The air-tight, locked-on cover forces every calory of food nourishment and every smack of flavor to be condensed from the steam of the evaporated natural oils and water and returned again to the food.
KITCHEN CRAFT
Waterless Cooker
It makes food much more nourishing, and for this reason is recommended highly by leading food specialists and dietitians—including Milo Hastings, Director of Physical Culture Food Research Laboratory.
A complete meal, by this method, can be cooked at one time over a single burner with the heat turned very low, affording a great saving on the fuel bills.
The Waterless Cooker makes cheaper cuts of meat as tender and flavorful as the most expensive prime roasts. The triple-thick insulated base equalizes the heat. It cooks without scorching or burning—no need to watch or worry. You can even do your shopping while your meal is cooking.
Craftsmen Will Serve You Personally
The Kitchen Craft Waterless Cooker is a product made by master craftsmen and sold only direct to the homes by our carefully trained representatives.
Made of Aluminum in 5 sizes
$7.50 and up
[Slightly higher prices west of Rocky Mountains and in Canada]
THE KITCHEN CRAFT CO.
26 Health Hill West Bend, Wis.
I want to know more about the better "Waterless Way" of cooking foods. Please send me "Better Cooking" pamphlet and description of Kitchen Craft Waterless Cooker.
Name
Address
City
County State

(April, 1926, Issue Physical Culture Magazine.)

FACTS AND FIGURES

Product: Waterless Cooker
Price: $10 (average)
Space: 6 Single Columns, 1 Double Column
Medium: Physical Culture

Circulation: 300,000
Cost: $2,160
Inquiries: 6,019
Sales: $20,000
Author: Cramer-Krasselt Co.

CASE 7 D

Beauty Appeal in Utensil Advertising Doubles Inquiries

Feminine Nature, in Kitchen or Boudoir, Reacts the Same to New-old Copy Angle

PREVIOUS advertising of the Kitchen Craft Company's Waterless Cooker stressed the health appeal. Meats and vegetables cooked in their own juices possess indubitable advantages from the viewpoint of nutrition and the elusive vitamin. And since this particular campaign was appearing in a magazine of specialized appeal to health seekers, such a copy angle was clearly the logical one.

"Mail order advertising" (so called) seems easier to reduce to formula than any other kind. Records of a dozen products, over periods of both months and years, prove that when a mail order advertiser finds one particular appeal to be successful, he would better leave it at that. No sooner is this question settled, than a dozen more records come to light proving that the pulling power of a certain appeal lasts for a time only, when an entirely new angle must be found to increase both sales and inquiries.

Whether or not the Kitchen Craft Company's product belongs in the latter class—along toward the end of the year they found inquiries falling off, from 2,000 (their peak mark of the year) to 200 and 300 from single insertions. It was clear that new life was needed in the advertising; whereupon the law of cause and effect was called into play.

"We have been advertising our cooker as a cause of good health. Health itself is a cause of beauty," they reasoned—and proceeded to put that reasoning into effect.

The first resulting advertisement featured the portrait of a good-looking young woman, and spoke alluringly of rosy cheeks and bright eyes resulting from the right kind of food. The coupon return chart started its upward climb with a new figure of 600.

And one more triumph is marked to the credit of the beauty appeal!

Beauty
that endures!
BEAUTY bred of health is the only beauty that endures. And health is yours for the eating—if—you eat wisely—and not too well.
Rosy cheeks, sparkling eyes, clear complexion, faultless figure; these attributes of beauty come more quickly to the woman who eats foods cooked the Kitchen Craft Waterless way. For in the Kitchen Craft Cooker—all foods are prepared in their own juices (without extra water). This method of cooking, particularly important with vegetables and meats, retains in the foods the vitamins and minerals so essential to health—and beauty.
The Kitchen Craft Waterless Cook is a beauty aid in other ways; it adds to your hours of rest and recreation by cooking an entire meal at one time, over one low flame—without your attention.
Winter is the test of health, beauty and cooking. Get a Kitchen Craft Waterless Cooker now and assure yourself and family of appetizing meals, healthfully cooked at all times.
The Kitchen Craft Co.
Health Hill
West Bend, Wis.
KITCHEN CRAFT
Waterless Cooker

A NEW "PSYCHOLOGICAL" APPROACH THAT JUMPED INQUIRIES FROM 200 TO 600

ECONOMICS: Women seeking diet shortcuts to health and beauty.

MERCHANDISING: New way to get utmost in health value out of daily diet.

PSYCHOLOGY: Gain beauty through health-way cooking.

RHETORIC: Deductive exposition of "psychological" appeal.

ART: Well-planned for attention value. Wash visualization of picturized story.

FACTS AND FIGURES

Product: Waterless Cooker
Price: $10 (average)
Space: 2 Columns
Medium: Physical Culture
Circulation: 300,000
Cost: $630
Inquiries: 600
Author: Cramer-Krasselt Co.

CASE 8 D

$125 Radio Ad Nets $2,850 in 5 Days

Pictures and Price Plus the Magic Word "Free" Again Tune in on Results

RADIO manufacturers, like automobile manufacturers, are depending on second sales for their incomes. While the life of the average radio set is longer than the active existence of most cars, the radio fan and the car owner are blood brothers in their search for maximum service. The man with the four-cylinder car gazes enviously upon the purring straight eight at the curb. The man with the three tube radio listens longingly to the efficient, five tube set.

The Fred B. Snite Furniture Company of Chicago had a quantity of real, Wondertone five tube radio sets in stock, which they offered —complete—ready to use, for $67.75. Nothing else to buy. Here was the kind of a set that the people wanted. At a price they all could afford. There was no joker, no expensive accessories extra. It said so, right in the ad. Complete, and, what is more, they would install each set free of charge.

PRICE! It's an old appeal, but, like most old things, tried and sure. Excellent thought-sequence is carefully sustained in the layout which subordinates copy, of the brief fact variety, to display of the product. The caption: "Crowds are flocking to our introductory sale," suggests that this opportunity to buy at the extraordinarily low price is unusual and had better be taken advantage of before the sets have all been bought. This caption, with an illustration of the crowds to lend emphasis, supplied a never-failing human touch.

Final sales resistance was battered to the dust by the additional attraction of "Free Installation." A magic word "free," irresistible to everyone, whether his pocketbook be of the champagne or beer variety.

So the straightforward appeal of pictures and price, with a bit of good psychology thrown in, conquers again. At least it brought 27 purchasers, who spent $2,850, to the doors of the Fred B. Snite Furniture Company in five days. And all for $125 in a weekly paper.

Crowds are flocking to our
INTRODUCTORY
SALE
The Famous
WONDERTONE RADIO!
Attend this sale. You will be delighted with the clarity of tone, ease of reception and smooth performance... of these Wondertone Radios. This is not a sale of a job lot of radios purchased at a sacrifice, but it is an exceptional offering of standard, tested, tuned radios that has never been excelled. Only by demonstration can we prove these facts. Come in today.
5-TUBE RADIO SET
Complete Ready to use .. $67.75
$2 Weekly Places One in Your Home
See and Hear These Today
COMPLETELY EQUIPPED WITH THESE HIGH GRADE ACCESSORIES
Storage Battery, 2 "B" Batteries, 5 Tubes, Loud Speaker, Antenna Outfit
FREE INSTALLATION
during this Sale. Tear out and present this coupon
THIS COUPON
FRED B. SNITE
Furniture Co.
4732-34 Lincoln Avenue
Fred B. Snite Furniture Co.

$125 SPENT FOR 27 CUSTOMERS PROVED A GOOD INVESTMENT HERE

ECONOMICS: Radio, the day's most popular form of entertainment.

MERCHANDISING: Product offered for sale at reduced prices with free installation.

PSYCHOLOGY: A big set at last.

RHETORIC: Descriptive.

ART: Bisymmetric display of line illustrations, nondescript typography.

FACTS AND FIGURES

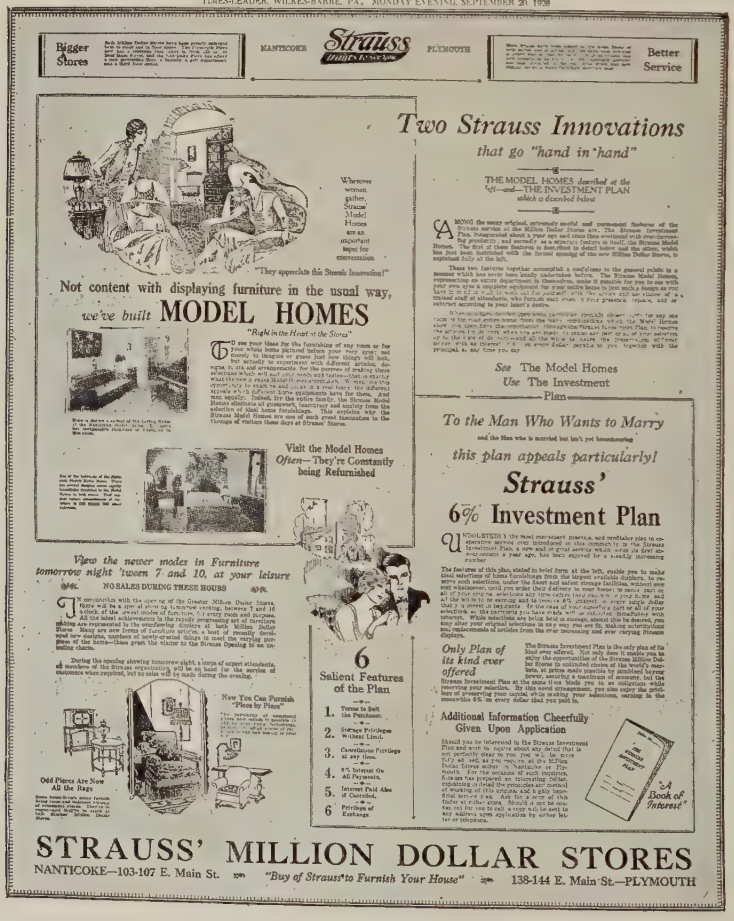
Product: Radio
Price: $67.75—$157.50
Medium: Lincolnite
Cost: $125
Sales: 27, Totaling $2,850 within 5 Days

CASE 9 D

$1,000 Furniture Section Draws 15,000 Prospects

Physical Size Makes An Old Story Important

MASKED in a discreet golden glow, the wise old moon peeped over the tree tops on the horizon. As one, a thousand pairs of figures stirred ecstatically from hammocks, porches, park benches. As one, a thousand merchants noted "June" on the calendar in the


TIMES-LEADER, WILKES-BARRE, PA., MONDAY EVENING, SEPTEMBER 30 1929
Bigger Stores
NANTICOKE
Strauss
PLYMOUTH
Better Service
Two Strauss Innovations
that go "hand in hand"
THE MODEL HOMES described at the left—and—THE INVESTMENT PLAN which is described below
Wherever women gather, Strauss Model Homes are an important topic for conversation
"They appreciate this Strauss Innovation!"
Not content with displaying furniture in the usual way, we've built MODEL HOMES
"Right in the Heart of the Store"
See The Model Homes
Use The Investment Plan
Visit the Model Homes Often—They're Constantly being Refurnished
To the Man Who Wants to Marry
and the Man who is married but isn't yet housekeeping
this plan appeals particularly!
Strauss' 6% Investment Plan
View the newer modes in Furniture tomorrow night 'tween 7 and 10, at your leisure
NO SALES DURING THESE HOURS
6 Salient Features of the Plan
1. Terms to Suit the Purchaser.
2. Storage Privileges Without Limit.
3. Cancellation Privilege at any time.
4. 6% Interest On All Payments.
5. Interest Paid Also if Cancelled.
6 Privileges of Exchange
Only Plan of its kind ever offered
Additional Information Cheerfully Given Upon Application
A Book of Interest
New You Can Furnish "Piece by Piece"
Odd Pieces Are Now All the Rage
STRAUSS' MILLION DOLLAR STORES
NANTICOKE—103-107 E. Main St.
"Buy of Strauss to Furnish Your House"
138-144 E. Main St.—PLYMOUTH

ONE PAGE OF THE FOUR-PAGE INSERT THAT BROUGHT OUT ENOUGH VISITORS TO BREAK THE NEW WINDOWS

living room, chuckled sympathetically, yielded to romantic visions of the dollars that would soon accrue from these doomed disciples of Lohengrin.

Mr. Philip Strauss—"Strauss Wants To See You"—"Strauss Million Dollar Furniture Stores"—of Nanticoke and Plymouth, Pennsylvania, was particularly interested. Carpenters, masons, buyers, blind to lunar charms, were at that moment laboring within the walls of his two furniture stores, preparing for the Grand Opening Celebration scheduled to take place in September.

After eight years of success, the two stores were being entirely remodeled, luxuriously decorated and stocked on a scale more familiar to large centers than to those two suburbs of Wilkes-Barre.

In his office, hard by the hammerers, plasterers, checkers, the Advertising Manager, cudgeled his brain for ideas. How to get the story of the new stores over with a smash. How to bring the town to the merchandise tables. How to blaze an irresistible trail from hammocks, porches, park benches to the two Strauss' Million Dollar Furniture Stores.

Nothing less than a special four-page newspaper section printed on pink stock, would do!

It was preceded by three smaller half-hearted "teaser" announcements. Then duplicated by a four-page folder mailed to ten thousand homes.

The special section was sensationally laid out. The first page announced the Opening, offered souvenirs. Page 2 blazoned photographs of the stores' interiors. Page 3 illustrated furniture. Page 4 talked the terms of purchase.

One Wilkes-Barre paper (which best covered the Plymouth and Nanticoke districts) was chosen to carry the pink announcement.

The 4,425 homes that it failed to cover in its regular circulation opened doors to find the paper (and section) tucked gratuitously under their door mats.

Not on lurid Saturday was the Opening Night, but on tired Tuesday. Yet a total of 15,000 prospects thronged the aisles, an expensive plate glass window was shattered, the store streets were made impassable to vehicular traffic, and the town's entire fire and police departments were called out to temper the local enthusiasm!

ECONOMICS: Every home needs furnishings—complete or additional. Considerable furniture advertising always appearing.

MERCHANDISING: New stocks of furniture reasonably priced.

PSYCHOLOGY: Curiosity as to values offered.

RHETORIC: Sensational, specific in description.

ART: Four-page "pink" newspaper insert, generously illustrated in line and halftone.

FACTS AND FIGURES

Product: Furniture

Space: 4-Page Special "Pink Section"

Medium: Wilkes-Barre Times-Leader

Circulation: 26,000 (30,400 with extra copies)

Cost: $1,000 Including Cost of Cuts, Space, Paper and Delivery

Inquiries: Approximately 15,000

Author: L. S. Fieldhouse, Advertising Manager, Assisted by Bernard Hoffenstein

CASE 10 D

$16,315 Furniture Sold by $623 Space

Another Advertiser Proves That "Mail Order" Display Style and "Mail Order" Result Figures Are Not Necessarily Married

DOSTOIEVSKY missed a tragic theme when he failed to fictionize "the Sunday visit."

Picture it for yourself! The host, bursting in collar and waistcoat that must be endured long past regular shedding time. The hostess coiffed and powdered for a futile pair of hours. The visitor, mental pistols poised in both hands, cheerful as a Sing Sing trusty. The trio, stiff, erect, presenting perfect grammar school postures, . . . long, long, after school hours!

But Curtis' comfortable furniture is apt to delete the material for this tragedy before it becomes immortal.

Curtis' upholstered suites are offering hosts, hostesses, and visitors a new joy in life, a new comfort, a delicious vision of the relaxation that belongs to Home.

Curtis' advertising is gradually getting this message across from their factory work bench to the hard old fashioned settle by the home fires.

When their great August sale time came around, Curtis was faced by the temptation to be sensational, to shout from the house-tops about the wonderful savings that were offered.

More thoughtful advertising counsel, however, urged differently. "Our furniture in itself is desirable. No amount of sudden ballyhooing can increase the desirability. The repetition of our conservative statements about our furniture—accompanied by the conservative, but unmistakable display of prices that are startling—will most efficiently cash in on the money that has been expended on our previous publicity."

The advertisement reproduced here illustrates the result. It is one of two that were placed during the seventh week of the sale. They cost $632.52. That week saw $16,315.30 worth of comfortable Curtis upholstered furniture sold!

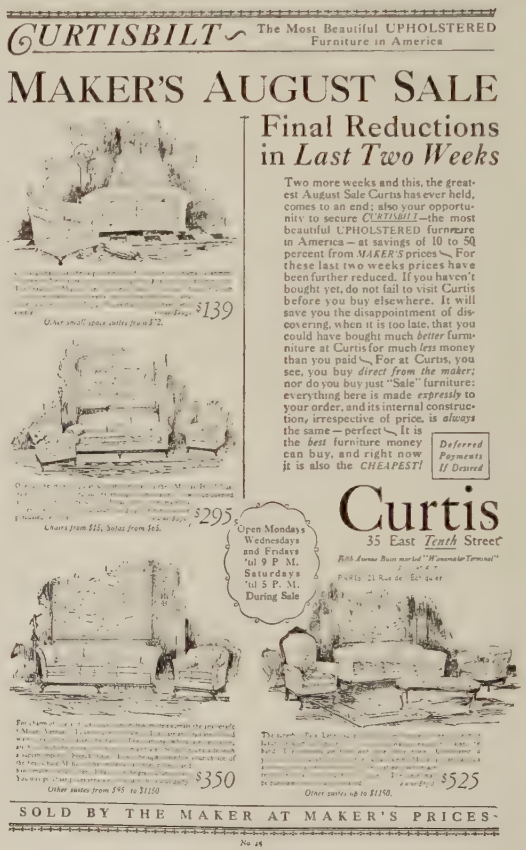
ECONOMICS: Upholstered furniture generally regarded as most desirable for the home. Curtis furniture consistently advertised in New York.

MERCHANDISING: August sale.

PSYCHOLOGY: Same high quality at low prices.

RHETORIC: Dignified exposition of standard Curtis selling arguments. Complete descriptions of furniture items illustrated. Simple statements of individual sale prices and original prices.

ART: Simple layout, no bold face type; arrangement carrying continuity of regular advertising campaign.


CURTISBILT
The Most Beautiful UPHOLSTERED Furniture in America
MAKER'S AUGUST SALE
Final Reductions in Last Two Weeks
Two more weeks and this, the greatest August Sale Curtis has ever held, comes to an end; also your opportunity to secure CURTISBILT—the most beautiful UPHOLSTERED furniture in America—at savings of 10 to 50 percent from MAKER'S prices. For these last two weeks prices have been further reduced. If you haven't bought yet, do not fail to visit Curtis before you buy elsewhere. It will save you the disappointment of discovering, when it is too late, that you could have bought much better furniture at Curtis for much less money than you paid. For at Curtis, you see, you buy direct from the maker; nor do you buy just "Sale" furniture: everything here is made expressly to your order, and its internal construction, irrespective of price, is always the same—perfect. It is the best furniture money can buy, and right now it is also the CHEAPEST!
Deferred Payments If Desired
$139
$295
$350
$525
Open Mondays Wednesdays and Fridays 'til 9 P. M. Saturdays 'til 5 P. M. During Sale
Curtis
35 East Tenth Street
SOLD BY THE MAKER AT MAKER'S PRICES

NOT A LINE OF "BOLD FACE" IN THIS "SALE" AD

FACTS AND FIGURES

Product: Upholstered Furniture
Price: $139 to $525
Space: 1,080 Lines
Medium: New York Times
Circulation: 356,471
Cost: $623.52
Sales: $16,315.30
Author: John E. Zeltzer

CASE 11 D

$825 Campaign Sells $33,633 Ranges in 6 Days

There Need Be "Nothing New Under the Sun"

ASK your budding daughter why she wants to buy that new pair of shoes and she will flash back, "Because I *need* them!"

Quietly observe how she slides the present incumbents (purchased 30 days ago!) underneath her chair.

Then, on the way downtown to-morrow, stop by the corner shoe store and discover a heavenly slipper on a velvet pedestal, flanked by a Spencerian "$14.95, reduced from $18."

No stork has ever deposited a girl baby wholly free from the cut price complex.

This biological phenomenon was early realized by a corporation intent on increasing the gas consumption in Atlanta, Georgia.

The Georgia Power Company knew that every gas range they sold meant added gas consumption. Each new gas customer made in this way was equivalent to selling 24,000 cubic feet more, a year. Even each *old* customer buying a new range was good for an immediate increase in her cubic footage.

So, as an autumn business stimulant, the Georgia Power Company set a quota of 300 new ranges, to be sold in 6 days, through appropriate advertising.

What would be "appropriate" advertising? Expensive quartertones of joyous Atlanta housewives gurgling over their new ranges? Exquisite typography expressing the literary gems of a real female copywriter who knew just how to appeal to the housewife's subtler emotions?

The Company wanted to sell ranges. A whole lot of ranges. Quickly. Without preliminary investigations to determine the elusive "range problems" of Atlanta housewives.

How could they attract the woman who had been happily tolerating a coal range or an old gas range for years—the kind of woman who would have thought crazy any copywriter attempting to define to her the term: "Range-conscious."

The Georgia Power Company knew what the stork left with girl babies!

They worked the universal feminine appeal: a cut price.

They marked a standard $57-range down to $37, for the week.

That was the irresistible sales story: Price. And they told it brutally.

Three days before the campaign began, car cards and ads appeared bearing the mystic sign: "37 . . . . November 7th."

By November 7th, there was hardly a Missus in Atlanta who was not asking her neighbor for news about "37."

THE "TEASERS" IN CAR CARDS AND NEWSPAPERS CENTERED ATTENTION ON THE PRICE

On that date, the announcement appeared. And it was nearly as simple as the provocative "teaser" ads.

At the top, a replica of the "teaser," "37," appeared for identification. Underneath, in Cooper Black, well aired by white space, came: "This $57 Clark Jewel Gas Range—at $37 This Week Only—One Dollar Down—Balance 12 Months."

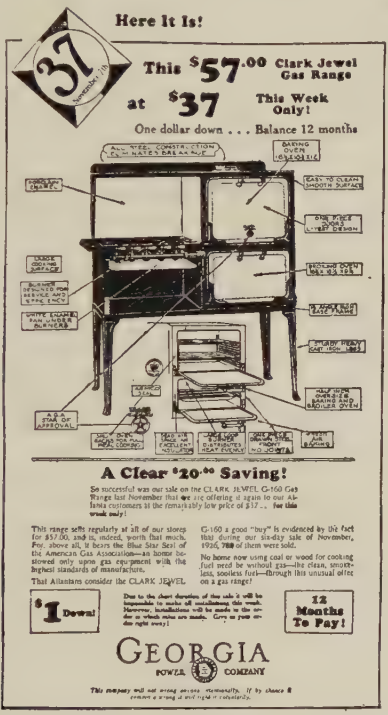
The main "copy" below, took two-thirds of the space. It was a simple line cut of the stove, unadorned by saucepans, stews or smirking cooks. Surrounding the cuts was an army of boxes explaining important features, with arrows pointing to those features on the illustration.

Tucked in between the legs of the stove was a smaller cut showing the details of the oven. It, in turn, was surrounded by explanatory, arrow-pointing boxes.

The subhead, below, left absolutely nothing to the most obstinate imagination. "A Clear $20 Saving" hammered in the alluring opportunity. Then a few well chosen generalizations dropped into the again displayed offer of installment terms.

If she could not resist a $3.05 saving on afternoon slippers, can you picture the pitch of excitement this announcement of "$20 off" engendered in the unsuspecting housewife? Particularly when the announcement offered a wealth of descriptive evidence backing up her rangeful lust!

A score of absolutely unbearable faults of the old range thrust themselves into the housewifely memory. And were transmitted to a bewildered husbandry.



THE FIRST ANNOUNCEMENT IS NOTEWORTHY FOR THREE POINTS: THE IDENTIFYING "TEASER" REPEATED AT THE TOP; THE BOLD DISPLAY OF THE PRICE AND SAVING; THE COPY CONCENTRATION ON DETAILED DESCRIPTION

From the first day's announcement in the *Constitution*, alone, 335 families acquired their new Clark Jewel Ranges.

After six days of similar "announcing," the 300 quota had been forgotten in sales actually totaling 909 at $37 in coin of the realm!

ECONOMICS: New gas ranges mean added gas consumption . . . Modern housewives not particularly "range-conscious."

MERCHANDISING: $57 ranges at $37. Three hundred to be sold within 6 days.

PSYCHOLOGY: A real bargain. Saving and value adequately established.

RHETORIC: Teaser campaign drawing attention to price; consisting of price number and date of announcement. Main announcements headlining price and concentrating on detailed description.

ART: Simple line cut of stove, covering two-thirds of space. Thumbnail detail of oven. Descriptive copy featured in boxes surrounding and connected to illustration by pointing arrows. Price and terms displayed in Cooper Black. Sample of "teaser" ad superimposed at an angle at top of ad for purpose of immediate identification.

503
FIRST THREE DAYS
They're Going, Folks!
Those CLARK JEWEL Gas Ranges
CLARK JEWEL, 6-100
Regular Price Is $57.00
Special Price—This Week Only
$37
$1 Down . . . . . $3 a Month
GEORGIA
POWER COMPANY
This Company Will not wrong anyone intentionally. If by chance it commits a wrong, it will right it voluntarily.

THE ADVERTISEMENT USED ON THE FOURTH DAY TOLD THE ESSENTIALS OF THE STORY: (1) BARGAIN; (2) 503 RANGES ALREADY SNAPPED UP

FACTS AND FIGURES

Product: Gas Range
Price: $37
Space: 396 Inches; Exclusive of Car Cards
Media: Newspapers; Car Cards
Cost: $835.36
Sales: 909

CASE 12 D

$8,000 Electric Irons Sold in $450 Space

There Are Times When Persuasion Would Be Superfluous

ON Tuesday they came out of hiding.

All week long they had ranged behind the cupboard, like Ethiopian soldiers in ambush. Then the zero hour approached: Monday, washday—TUESDAY, IRONING DAY. Out they marched, black and business-like, ready to sacrifice themselves upon ironing board No Man's Land.

Those old flat irons! How proud of them was Nora, the cook, chambermaid, and laundress in one! How she would up-end each one on those momentous Tuesdays and caress their glowing sleekness with hissing finger tip.

Nora knew all of those flat irons by name. And why not? Had they not served well on the Missus' white shirtwaists and Junior's rompers all these years and years?

No. New fangled notions might grip giddier girls, but Nora would stick by the old flat iron.

These electric things cost too much, anyway. . . .

The West Penn Power Company knew that Pittsburgh must hold a host of Noras. Buggies had fled from Henries. The gas jet had flickered, then died before the onslaught of the Mazda. But hundreds of Tuesdays still saw Nora touch hissing finger to that ancient collection of old flat irons.

True, thought the West Penn people, electric irons do cost more.

But once a laundress has tried the cleanliness and convenience of the electric, she'd never go back to the old way. Just to get these Noras to try . . . that is all we ask.

The adman on the job met the situation squarely. "The price factor gives them an excuse to back water.

"Now, if we can give some sort of a bargain—and if we can get these old irons out of their sight—we'll have made a lot of customers."

In a flash, the idea suggested itself! The West Penn Electric Company would buy all the old irons in town for a dollar each. And apply

Don't Delay!
GET YOUR
"American Beauty"
ELECTRIC IRON
The best iron made
DURING THIS SPECIAL SALE
We will allow you a credit of
$1.00 for your old iron
(Any kind—any condition)
Simply bring your old iron and make a small deposit of $1.00 and enjoy Easy Ironing while paying the balance in Easy Installments of
25c. a week
Get yours today!
HURRY!
THIS SPECIAL OFFER ENDS THIS WEEK!
$1.00 for your old iron
any kind—any condition
on your purchase of an
"American Beauty"
ELECTRIC IRON
The best iron made
SPECIAL TERMS
FOR A FEW MORE DAYS—$1.00 DOWN
25c. a week
Get Yours Today!
West Penn Power Co.

4 SUCH ADS MADE 1,075 SALES

the price toward the purchase of a new electric! Further they would extend ridiculously easy terms on the remainder. 25 cents a week.

What woman could resist such an appeal?

What woman did?

Four announcements were prepared. That is all they were: announcements. The copy made no attempt to "sell." The lay-outs simply were not bothered with. As for typography—well, one suspects that Gil Farrar was not called into consultation!

The ads merely stated the proposition. That was enough. In $450 worth of space, those 4 advertisements sent 1,075 Noras rushing for electric irons.

Now the West Penn Power Company is planning to extend its modernizing influence over other communities on the Atlantic seaboard.

* * *

ECONOMICS: Women, like other human beings, stick to old tools, through sheer inertia. New electric irons, although arousing considerable secret desire, always furnished the obstacle of expense.

MERCHANDISING: New electric irons at last available at an attractive price.

PSYCHOLOGY: A chance to strike a good bargain.

RHETORIC: Simple, descriptive.

ART: Sensational display.

FACTS AND FIGURES

Product: Electric Iron
Price: $7.50-$8.00
Space: Four 165-line Ads
Media: Newspapers
Cost: $450
Sales: 1,075
Author: A. V. Hewitt

CASE 13 D

Two Ads Sell 1,608 Chairs in Two Days

Department Store Gives Logical Reasons for Low Price—and Succeeds

THAT a straight line is the shortest distance between two points is a less romantic philosophy than that the longest way round is the shortest way home—but the first is a better faith for copywriters. So many of those who, tempted by curiosity, or just by the desire to be "different," take the round-about road, are still inspecting its landscape, while those who followed the straight-ahead signs are counting reorders.

Stern Brothers bought 2,000 chairs under unusual and particularly fortunate conditions. They told their customers of these unusual and fortunate conditions, and sold the chairs forthwith.

These chairs, the "Cogswell" type, familiar to decades of homekeepers as comfortable, decorative pieces of living-room furniture, could be retailed for $39.75, though in workmanship, quality of materials, size, and appearance they were as fine as chairs selling usually at $70.

The headline stated just that.

SALE OF 2,000 COGSWELL CHAIRS $39.75. THESE CHAIRS WOULD SELL REGULARLY AT $70.

True, that for decades the housewife has been reading ads that have used comparative prices (i.e. the selling price and the value price of the merchandise) until she is dubious as to their accuracy. Sophisticated consumer reaction—and this is a New York audience, generally supposed to be sophisticated—is accepted as being, "Well, if this merchandise is worth so and so, why and how can it be sold for so much less?" Stern Brothers told exactly why and how it could be done.

A subhead gave the general story. "A tremendous purchase makes possible this amazing furniture value." And then, in the body copy, the special circumstances of this large purchase are explained in words of one syllable.

Another very obvious selling point of these chairs was tied up to

Stern Brothers

42nd and 43rd Streets — West of Fifth Avenue — LONgacre 8000

A Tremendous Purchase Makes Possible This Amazing Furniture Value!

Sale of 2000 Cogswell Chairs

$39.50

These Chairs Would Regularly Sell at $70.00

An opportunity like this does not often occur. The story is this. A manufacturing firm which has been in business for 51 years decided to dissolve. They found they had in stock thousands of yards of fine upholstery fabrics and several thousand chair frames, which they offered to make up for us at less than the cost of the materials. The result is this sale of upholstered chairs of superb quality, at a price entirely out of line with their real value!

Specifications

Brown mahogany or walnut finish on arms and legs.
Heavy fringe trimmings on arms and bottom.
Full hardwood frame, doweled and glued.
Strong webb bottom.
Full spring construction.
Hair, moss and quality cotton filling.
Chair seat is 23 inches deep, 24 inches between the arms. Back is 37 inches high, 24 inches from cushion to top.

Note the proportions of the chair, the depth of the seat, the width of the back, the thickness of the cushions. And imagine a choice of fabrics that includes mohairs, tapestries, silk damasks Jacquard velours, fine brocatelles, each combined with high quality velour. All have reversible cushions, and platforms under cushions are covered with velour.

Linen Friezes, Tapestries, Wool Tapestries, Damasks, and Brocatelles in These Shades:

Blue	Beaver	Walnut	Brown
Taupe	Garnet	Mulberry	Burgundy

Rich Mohair Fabrics in These Desirable Colorings:

Taupe	Burgundy	Red and Blue	Walnut and Blue

Jacquard Velours in Many Beautiful Patterns:

Silver and Red	Walnut and Blue	Mole and Red
Taupe and Red	Walnut and Red	Mole and Blue

Stern Brothers—Fifth Floor

THIS IS THE FIRST AD THAT SOLD 1,008 CHAIRS. THE SECOND AD, THAT SOLD 600 CHAIRS, WAS HALF THE SIZE OF THE FIRST WITH IDENTICAL LAYOUT AND CONDENSED COPY

the general story very successfully. The assortment included 46 different fabric-color combinations, a diversity to assure suitability to harmonize with the color scheme of any conceivable room.

This is implied in the first few sentences—a particularly interesting example of straight expository copy—to which the reader's reaction is nearly inevitable.

Printing of the specifications (see box, right) is consistent with the underlying motif of the entire ad. (We want you to know everything there is to know about these chairs. Everything about them is high-grade.)

This ad ran Sunday. Next day, 1,008 chairs were sold. The day after, 600 more chairs were sold, partly from this ad, and partly from a reduced size follow-up in the Monday evening paper.

* * *

ECONOMICS: Every family needs a comfortable chair. Cogswell is a popular style.

MERCHANDISING: Chairs at a cut price.

PSYCHOLOGY: Bargain.

RHETORIC: Descriptive, concrete, specific.

ART: Simple display of product, price, bargain offer, and detailed specifications box.

FACTS AND FIGURES

Product: Cogswell Chair
Price: $39.75
Space: First Ad: 4 Columns, Second Ad: 2 Columns
Media: First Ad: N. Y. Times, Tribune, World, American; Second Ad: N. Y. Sun, World
Cost: $1,306.21
Sales: 1,608
Author: Mary Keeley

CASE 14 D

Handbills Sell 50 Cedar Chests

No Matter What the Medium, A Notably Well-Done Ad Brings Results

ONE of the oldest media of advertising, the lowly handbill, is susceptible of new-type treatment. Few merchants realize its modern potentialities, however.

A Constant Pleasure, a Future Heirloom and a Bargain Waits for You
You are invited to participate in a special sale of
WALNUT CEDAR CHESTS
We have a joyous surprise in store for you. If you will come—now—to our second floor you'll find the greatest array of beautiful cedar lined walnut chests that you have ever seen. And when you read the price tags your joy will increase a thousandfold, for never have you seen such wonderful chests at such ridiculous prices. Proceed this way: phone us at once—Ravenswood 5605—that you are coming and then come just as soon as you can. Because, these chests will not be here for very long.
Think of This Lovely Chest for Only
$15.00
Pay $1 Down and $1 Weekly
A chest that will protect ever so many of her choicest treasures. The genuine walnut top will seal them tight against moths and dust. An inspired gift that will be long remembered.
Portrayed here are but two Chests. Come to see the other models.
You Will Search Long to Find a Chest Like This for
$27.50
Pay $1 Down and $1 Weekly
Picture this delightful grained walnut chest in your bedroom. As useful as it is beautiful. Of exceptional workmanship; modeled from a quaint chest of bygone days.
Thursday and Saturday Evenings Until 10
Fred B. Snite Furniture Co.
4732-4734 Lincoln Avenue
Thursday and Saturday Evenings Until 10

COST $100; SOLD $1,125

The Fred B. Snite Company, Chicago, Illinois, is one of the exceptions. They find handbills most useful and economical in presenting special sales. But theirs are not the old-type, cheaply printed bills on newspaper stock. They're handbills de luxe, printed in two colors, on

coated paper, with an eye to decorative layout, and a care to copy phrasing, equal to or greater than the attention paid to these things in many a newspaper ad.

Typical is their handbill for Walnut Cedar Chests, reproduced herewith. Printed in red and black (the company has discovered that this two-color bill is more likely to be retained), illustrating a chest at $15 and a chest at $27.50, 15,000 of these handbills were distributed. From this distribution, fifty chests were sold in a week. Total sales amounted approximately to $1,125. As the cost of the handbills was less than $100 the percentage of sales was sufficient to gladden the heart of any advertising manager.

* * *

ECONOMICS: A Cedar Chest has traditional dower-interest, as well as being a useful piece of furniture.

MERCHANDISING: Walnut Cedar-lined Chests at a very moderate price, with the opportunity of time payments.

PSYCHOLOGY: Bargain.

RHETORIC: Descriptive, specific.

ARTWORK: Simple half-tones of product. Headline, signature, and price in dignified type display.

FACTS AND FIGURES

Product: Walnut Cedar Chests
Price: $15 and $27.50
Medium: Handbills
Circulation: 15,000
Cost: $100
Sales: 50, Totaling $1,125
Author: E. O. Palmer

CASE 15 D

300 Alarm Clocks at $2.65 Sold with $140 Space

Another Answer to the Question: "Will They Read 6 Point Type?"

SINCE the dawn of history have good housewives sought chronometers consistent with the best laws of interior decoration.

Mrs. Nebuchadnezzar hated to bestir herself on frosty mornings to investigate the sun dial in the Hanging Gardens.

Romulus' better half ruined the mantelpiece veneer with a water clock to awaken her lord for his daily battle of keeping the wolf from the door.

Even Lucrezia Borgia objected to the first real wheel-clock as being much too noisy for a quiet little murder party!

It was that famous fatalist, Queen Victoria, who finally established the custom of housewives resigning themselves to two time pieces: a mantel clock for prettiness—and an alarm clock, to sneak out of the kitchen after the departure of guests, to really insure the breadwinner's keeping that 9 A. M. engagement!

Thus it is, that Locarno notwithstanding, 1925 will live in history to commemorate an achievement: In 1925 the women of the world were first told about a clock that not only looked the part, but acted the part; a clock handsome enough for a lord's mantel and dependable enough for a laborer's; a combination boudoir clock and alarm clock!

The Patrician Art Guild, dedicated to more beautiful homes, must take the applause.

"How shall we sell this masterpiece?" had queried the inventors.

"Sell? No selling is needed at all," quoth the advertising counsel.

"Since Eve tried to get the last second out of her time limit in the garden of Eden, women have sought just such a perfect timepiece as this. All you will need to do, my entrepreneurs, is describe the clock. Merely tell what it is and the matrons of America will freely blow in their entire week's allowance."

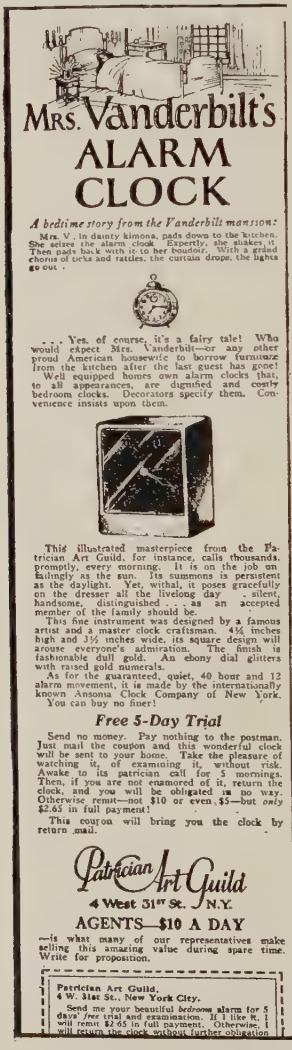
"But that's not necessary," insisted the inventor. "We've made this clock to sell at $2.65 apiece."

"Then," rejoined the advertising counsel, "you can order your

Rolls Royce now. You will not have to wait for the lengthy process of dealer distribution. You can sell your clocks by mail, make an immediate profit, have distributors quickly pleading with you for the merchandise, and attain national distribution without a single salesman or sales expense!"

"Show us," agreed the inventors.

They were shown.



MRS. Vanderbilt's
ALARM
CLOCK

A bedtime story from the Vanderbilt mansion:

Mrs. V., in dainty kimona, pads down to the kitchen. She seizes the alarm clock. Expertly, she shakes it. Then pads back with it to her boudoir. With a grand chorus of ticks and rattles, the curtain drops, the lights go out.

. . . Yes, of course, it's a fairy tale! Who would expect Mrs. Vanderbilt—or any other proud American housewife to borrow furniture from the kitchen after the last guest has gone! Well equipped homes own alarm clocks that, to all appearances, are dignified and costly bedroom clocks. Decorators specify them. Convenience insists upon them.

This illustrated masterpiece from the Patrician Art Guild, for instance, calls thousands, promptly, every morning. It is on the job as faithfully as the sun. Its summons is persistent as the daylight. Yet, withal, it poses gracefully on the dresser all the livelong day . . . silent, handsome, distinguished . . . as an accepted member of the family should be.

This fine instrument was designed by a famous artist and a master clock craftsman. 4¼ inches high and 3½ inches wide, its square design will arouse everyone's admiration. The finish is fashionable dull gold. An ebony dial glitters with raised gold numerals.

As for the guaranteed, quiet, 40 hour and 12 alarm movement, it is made by the internationally known Ansonia Clock Company of New York. You can buy no finer!

Free 5-Day Trial

Send no money. Pay nothing to the postman. Just mail the coupon and this wonderful clock will be sent to your home. Take the pleasure of watching it, of examining it, without risk. Awake to its patrician call for 5 mornings. Then, if you are not enamored of it, return the clock, and you will be obligated in no way. Otherwise remit—not $10 or even $5—but *only* $2.65 in full payment!

This coupon will bring you the clock by return mail.

Patrician Art Guild
4 West 31st St. N.Y.

AGENTS—$10 A DAY

—is what many of our representatives make selling this amazing value during spare time. Write for proposition.

Patrician Art Guild,
4 W. 31st St., New York City.
Send me your beautiful *bedroom* alarm for 5 days' *free* trial and examination. If I like it, I will remit $2.65 in full payment. Otherwise, I will return the clock without further obligation.

SOLID 6 POINT THAT RETURNED A PROFIT

A single column advertisement was prepared.

Into the layout was injected as much artistic atmosphere as was commensurate with a limited trial appropriation.

The copy, true to the advertising counsel's boast, rested its case on pure description. But there was plenty of it—in 6-point type.

In accordance with the most modern merchandising practice, the clocks were offered "on approval." Then the pioneer ad was placed in a popular test medium.

In $140 worth of space, that ad distributed over 300 clocks at $2.65—90 percent of which had been paid for at the end of 60 days!

* * *

ECONOMICS: Women have always wanted a more decorative instrument for the morning alarm.

MERCHANDISING: A handsome alarm clock.

PSYCHOLOGY: Pride of housewifeliness.

RHETORIC: Descriptive, human, sufficiently lacking in seriousness for the subject.

ART: Solid column of 6 point type, broken up by thumbnail sketches.

FACTS AND FIGURES

Product: Alarm Clock
Price: $2.65
Space: 1 Column
Medium: Dream World
Circulation: 200,000

Cost: $140
Sales: 300
Author: Advertising Service Bureau, Macfadden Publications Inc.

CASE 16 D

Revised Ad on Bridge Sets Raises Inquiries from 30 to 650

An Encouragement To Act Produces Action

THIS might be entitled "A Brief Dissertation on the Sales Value of the Picturesque" or "What Price Comfort When One May Buy Colorfulness?"

Flippant phrasing of a profound truth! Almost everything in life or advertising is just a matter of placing the accent. Corollary: the world being what it is,—beauty has and always had and is likely for a long time yet to have a decided edge on character.

Witness the long-skirted ladies lauded in the women's pages, models of all the virtues, who are allowed to cherish their noble qualities in solitude all the evenings of their youth, while their daring cousins go places and see things, and acquire husbands without any trouble at all.

If one is selling beauty and durability, there's little doubt that beauty's the selling-point. Witness, there, any advertisement of an Oriental rug sale—and see where the accent's placed.

Louis Rastetter & Sons, of Fort Wayne, Indiana, sell "Solid Kumfort" Folding Furniture. Chairs with and without matching tables, bridge sets—suitable for home or clubroom or verandah. Well-made, durable chairs and tables they are, too.

The first ad they ran used five inches on a single column, and averaged for six months twenty-five to thirty inquiries a month. It was felt that this was insufficient return, and the copy and illustrations were changed. The second ad was single column, seven inches, but pulled no better. It ran two months. Then the third ad was inserted. (Five inches on a single column.) It pulled six hundred fifty inquiries in the first month it ran, and six hundred eighty the second.

Complete triumph of the "accent on beauty" over the "accent on durability." Also—a vindication of the specific, the concentrated appeal over an appeal that is general and diffused. (Note the booklet coupon offer.)

A Table to match *Solid Kumfort* Folding chairs!

YOU know the beauty, strength, and durability of Solid Kumfort Folding chairs. The finest homes and clubs are proud to own them. Greater comfort is the real reason they're popular everywhere.

Now comes the Solid Kumfort Folding Table—a bent wood, round cornered card table of beauty and stability. Detachable ash trays at corners—folds flat—sets come each in carton containing four chairs and one table.

Finished chinese red walnut, mahogany or special finishes in quantities. Club emblems placed on chairs at no extra cost on reasonable orders.

Dealers wanted — if your dealer doesn't have them we ship direct.

THE SOLID KUMFORT FOLDING CHAIR

Unusual Beauty and Long Life

RASTETTER & SONS
1300 Wall Street
Fort Wayne, Indiana

Cheery ~~ colorful Folding chairs and tables!

QUALITY! Chairs for auditorium or banquet hall; strong, durable, outlast three ordinary! Colorful, beautiful, comfortable. No squeaks. Fold flat, stack flat. Several finishes, upholstered leatherette seats. Beautiful tables, two ash trays with each; rigid construction, round cornered, bent wood. Order sample chair or complete set now!

SOLID-KUMFORT
Folding Furniture

Rare Beauty — THE SOLID KUMFORT FOLDING CHAIR — *Real Quality*

LOUIS RASTETTER & SONS
1300 Wall Street
FORT WAYNE, INDIANA

TWO SIZES, YET NEITHER COULD EXCEED 30 INQUIRIES

ECONOMICS: Many homes need folding bridge sets—a most useful thing to have.

MERCHANDISING: A sturdy, good looking set.

PSYCHOLOGY: "A delight to every hostess."

RHETORIC: Colorful diction, inductively introducing "psychological" appeal. Ad unified and action stimulated by definite, free offer.

ART: Photograph of set in unusual, attention-drawing perspective. Decorative, handlettered headline. Booklet and offer displayed.

FACTS AND FIGURES

Product: Bridge Set
Space: 70 Lines
Media: Elks and Shriners Magazines
Inquiries: 650
Author: Bonsib, Inc.

SMALL SIZE, YET INQUIRIES TOTALED 650

New!
THE New—
MANDARIN
BRIDGE SET!
Breath taking Beauty! Quality! A Chinese red, decorated, folding bridge set, with Boy and Dragon design in rich oriental colors---a delight to the heart of every hostess, a wonderful gift to your home. Dainty loveliness in every line, yet strong and comfortable, convenient and long lived. Set folds into a carton that slips into any closet. Bentwood, round-cornered: upholstered seats: decorated leatherette top: two convenient ash trays furnished. Ask for beautiful descriptive folder and prices now. You'll want this sure!
MAIL THIS COUPON
THE SOLID KUMFORT FOLDING CHAIR
Louis Rastetter & Sons,
1300 Wall Street,
Fort Wayne, Indiana.
Date
Send me folder about the Mandarin Bridge Set, tell me where I can buy it, and the price.
Name
Address
My Dealer is
Solid Kumfort
free!

CASE 17 D

Campaign Featuring Canaries Increases Bird Cage Sales 35%

Altruism Proves Itself an Advertising Asset in Sales Figures and Dealer Good Will

IT was one of the first truths grasped—theoretically at least—in the study of advertising as a science. Unbearded professors (they had to be youthful since the subject itself was so young!) iterated and reiterated it in an effort to impress their callow classes. "Don't talk about the product from the manufacturer's point of view—tell the reader, in his own language, just what it will do for *him*!"

In other words, sell singing and dancing rather than instruction; health rather than medicine; comfort and style rather than furniture; good looks rather than beauty creams. Sell the result sufficiently well, and you'll find that you've sold the method too.

It seems a fairly simple rule to follow; and might be, if the issue were not too often obscured. But the nickel on one automobile's radiator cap glitters so much more brightly than that of its nearest price-competitor, and *this* contrivance has a patented gadget that simply cannot be duplicated by *that*. The manufacturer's mind dwells fondly on these virtues as he murmurs, "Let's tell them to Accept no Substitutes."

He regards any plan carrying the faintest flavor of altruism with a mixture of distrust and annoyance. "This is too general—why, it would probably sell goods for my competitors too!"

A legitimate answer to that would be, "What of it?" . . . The tactful though harried contact man might better, however, quote the case of the Andrew B. Hendryx Company.

This concern has been for more than half a century America's leading bird cage manufacturer. They have widespread dealer distribution, and have been advertising in magazines devoted to home decoration for a number of years. Being pioneers in creating novel and colorful cage designs, they stressed this decorative value in their advertising.

When a manufacturer is the acknowledged leader in his field, and wants to increase his business to any great extent, there is usually only one thing to do, and that is to enlarge the field! The Hendryx Company wanted to interest dealers other than pet shops, florists and department stores in selling bird cages. To accomplish this pur-

Their Favorite Guest wore Feathers
WHEN Bruce and Nancy were married they agreed upon one thing.
"Guests will always be welcome in our house," they said.
"Especially anyone who is lonely and needs cheering up," suggested Nancy.
"We'll show them what a real home is like," boasted Bruce.
"A place where there is always joy, and peace, and harmony," added Nancy, as though she were making up a ritual for their life
Bruce had trouble in his business.
together. At first there was more than enough love and happiness to share with all their guests.
Then dark days came.
Bruce had trouble in his business. A great sorrow muted the laughter in Nancy's voice.
Only the little house remembered its promise of hospitality when Nancy was a bride, and faithfully flung wide its doors in
welcome to her guests. Admiration was forthcoming and exclamations about its beauty, its charm. Yet an intangible something had got in at — something too rarely found in this troubled world.
One day an old friend came to Nancy. "I wish you would entertain a little guest of mine while I go away on a long journey," she said. "You'll find him the least trouble of any guest you've ever had, and in return for his care he'll teach you how to be happy again.
The feathered guest arrives
Never did a guest exert himself so to please. He sang an anthem of praise over his simple fare of seeds, and went into an ecstasy of joy over a sunbeam.
"You are a Gay Pretender," Nancy told him one day. "No one could really be so happy as you think you are!" But before long she was singing with him as she went about her work and the little house began to feel quite gay again.
In the evenings Bruce forgot to worry about stocks and bonds and
Feathered Guest. So old Dame Fortune, seeing him so hopeful and courageous, began to smile on him again.
"You've brought us luck," said Bruce, "and you certainly are the most welcome guest we've ever had."
But the little bird liked the words of his hostess best.
"You've taught us how to be thankful, and happy, and content," she said.
For that was exactly what he had tried to do, and what any feathered guest will try to do for
"He sang an anthem of praise," she told him one day.
you if you will invite one into your home.
House your feathered guests in a Hendryx bird home
For more than half a century The Andrew B. Hendryx Company have been making homes for these little feathered guests. They have created a variety of smartly decorative designs to suit every individual taste, every type of home.
A Hendryx Bird Home adds a smart decorative color note
Color plays an important role in the newest bird home, just as it does in our own homes. For the Feathered Aristocrat there are lovely Pyralin homes in green and ivory, or orange and black for the sun room; in smart black and white effects or delicate pastel tints for formal rooms.
For bird guests of simpler tastes there are the beautiful new Duco finished homes in equally attractive colors and quite inexpensive.
The Hendryx Bird Home adds a smart decorative color note to your home.
Just be sure the name Hendryx appears on the Bird Home you buy. It assures you that you are getting the best from the standpoint of bird comfort, bird health, and decorative design. They are priced from $2.00 to $150.00—stands from $2.50 to $25.00.
In the Bird Store
"HENDRYX" BIRD CAGES
Since 1869
Write to The Andrew B. Hendryx Co., New Haven, Conn., for a combination coupon of the interesting booklet "The Feathered Philosopher," and what he taught about life, cheerfulness, human happiness and love.

TEN SUCH ADS AS THESE DISTRIBUTED OVER 100,000 BOOKLETS

pose, it was necessary to create a greatly increased demand on the part of the consumer. This manufacturer was far-sighted enough not only to see that decorative appeal was insufficient, but to look beyond his own product to the need that it supplied.

The Hendryx Company did not sell birds or bird supplies other than cages. But when birds were bought, cages were needed. Therefore their advertising should sell the birds first, the cages second.

A series of human interest stories was prepared with an emotional appeal broad enough to interest all reader types. The campaign began in February, with a full page, and was followed at intervals throughout the year with eight half pages and another full page for the Christmas season.

The first piece of copy, "Their Favorite Guest Wore Feathers," told of a typical American family and the sunshine brought into their home by a visiting canary bird. Each advertisement that followed dealt with a different type of man or woman, but all had the central theme of happiness and song, those priceless possessions, purchased for the slender price of a golden bird in a Hendryx cage. The name "Hendryx" was always there, though it was subordinated to the narrative theme, and it put its message over!

A booklet called "The Feathered Philosopher" was prepared, telling a happy story of a bird that changed the lives of a whole family. In the story itself, the name "Hendryx" was never mentioned; but color pages interspersed throughout showed attractive Hendryx cage designs. A small-type announcement was displayed beneath the logotype in each advertisement—" 'The Feathered Philosopher' is one of the most interesting stories ever written about a bird. An illustrated copy will be sent you free."

The response, not only to the general idea of the campaign itself, but to this specific invitation, was remarkable. People requested booklets for lists of friends as well as for themselves. School teachers sent for copies to read to their pupils. In some cases the children's interest was so aroused that they bought a sort of "community" bird (in a Hendryx cage, of course!) and practiced writing bird stories, using Hendryx advertising as models.

Long before the tenth advertisement appeared an edition of

100,000 booklets had been sent out on request, and the business of the Andrew B. Hendryx Company showed a general increase of more than 35 percent over the same period of the previous year. A large number of new dealers had been added to their list.

"One of the interesting by-products of the campaign," says the agency account executive, "is the great increase in good will from all dealers, even those who do not carry the Hendryx line; because the advertising is broad enough to benefit the entire trade."

* * *

ECONOMICS: The sale of more birds means the sale of more bird cages.

MERCHANDISING: An attractive cage that adds a decorative note.

PSYCHOLOGY: For a few dollars, buy happiness, and a pet for all the family.

RHETORIC: Well-written narrative, with human interest appeal.

ART: Editorial type layout, with small illustrations in keeping with appeal.

FACTS AND FIGURES

Product: Bird Cages
Price: $2 to $250
Space: 2 Full-Pages, 8 Half-Pages
Medium: Saturday Evening Post
Circulation: 2,724,876
Inquiries: 100,000
Sales: Total Increase of 35 Percent Over Same Period Preceding Year
Author: N. Margaret Campbell, Barrows, Richardson & Alley

CASE I E

Motor Oil Booklet Draws 17,000 Inquiries from One Ad

An Offer Well Displayed Is Half Sold!

WHEN the Twentieth Century Limited pulls into Chicago, the engineer leaves his steed to obsequious hostlers and goes blithely home to his corned beef and radio.

By comparison, the average motor car driver in his well worn dungarees is the meanest of all menials.

A fact found interesting by the advertising brains of the Tide Water Oil Sales Corporation!

Even the layman must realize that motor oils and greases are difficult to sell as a trade marked product. The average driver still swings into the filling station and barks for his "quart of oil," in spite of the solemn warnings of $8,500 page after $8,500 page.

The truth is, most good oils are equally good. Any preference can usually be charged up to the demon Habit.

"Well, then," quoth the Tide Water Oil Sales Corporation, "we'll teach one of these Habits, ourselves. We'll teach the Veedol Habit. We'll make our motoring friends think of Veedol every time they think of the joys of driving. Just as Veedol Forzol makes Smith's Ford drive more easily, so will a Veedol instruction booklet make Smith's Ford cared for more easily."

One of those $8,500 pages was bought to offer the Veedol key to driving happiness. A coupon was featured—but the word "Free" was not!

In spite of such an obstacle, over 17,000 wielders of the wheel wrote in for the booklet! in one stroke, 17,000 new Veedol Habits formed!

* * *

ECONOMICS: Most motorists their own mechanics. Oil bought on habit.

MERCHANDISING: Another Veedol driving help.

PSYCHOLOGY: More motoring enjoyment.

17,000 COUPONS WERE RECEIVED

RHETORIC: Expository. Diction; simple.

ART: Large display of booklet offered, at top of page.

FACTS AND FIGURES

Product: Motorist's Booklet
Price: Free
Space: 1 Page
Medium: Saturday Evening Post
Circulation: 2,500,000
Cost: $8,500
Inquiries: 17,000
Author: Joseph Richards Company

CASE 2 E

Gasoline Plan Adds 1,095,000 Gallons Monthly

A Good Idea Is Good Advertising, Without Need of a Line of Copy

TWO men swore; one loudly; the other, softly.

One sat behind the wheel of a Cadillac behind the dust of a Ford. The other sat behind a mahogany desk behind a circle of mahogany expressioned gentlemen.

The loud swear: "Carbon! What in blazes is the matter with that gasoline!"

The soft swear: "Substitution! A million gallons of bootleg gasoline a month is squirting from our Tydol pumps!"

"How am I to buy good gasoline?"

"How are we to sell good gasoline?"

The situation in the Metropolitan New York District was becoming serious. Motorists were driving up to Tydol gasoline pumps—and driving away with profanity-inspiring gasoline.

Dealers everywhere were succumbing to the lure of illegitimate profits; mysterious trucks were sweating out of the night and surreptitiously filling Tydol tanks with nameless gasoline.

One Tydol pump was watched; was found to be regularly delivering 70 percent bootleg gasoline!

Came the inevitable advertising agency conference. A sales crisis! Suggestions?

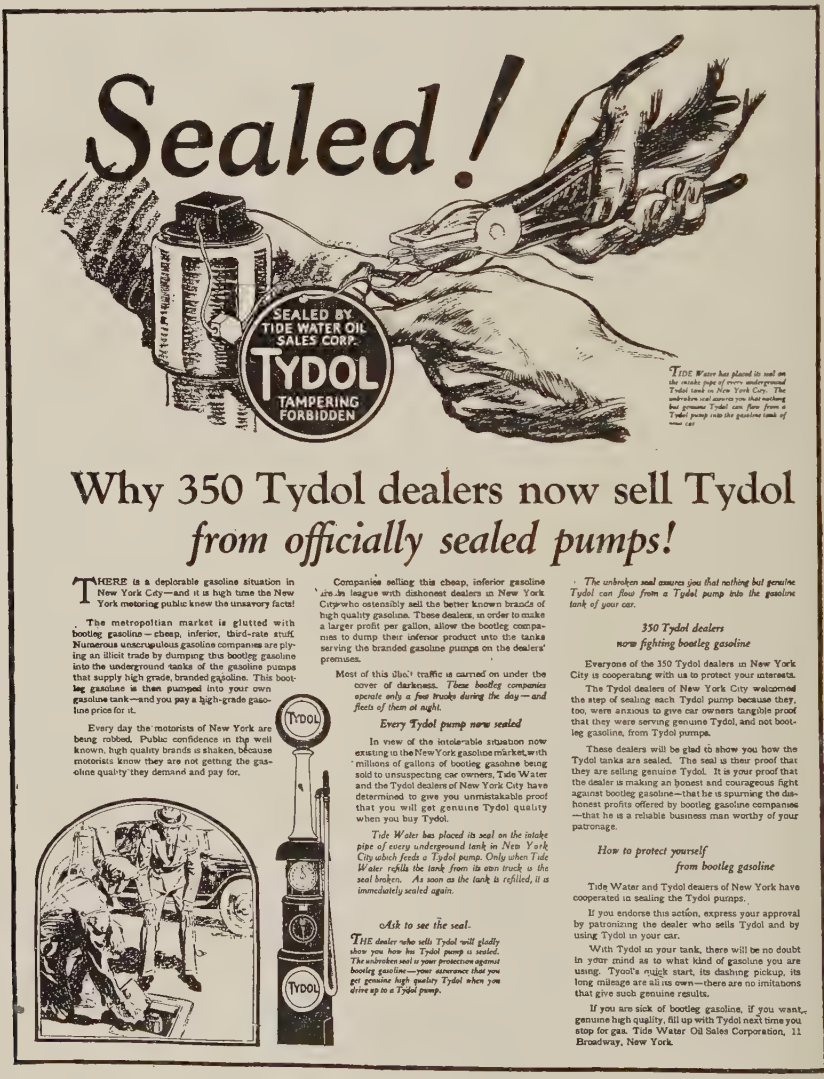
Never was the motoring world prepared for the daring decision! Tide Water would SEAL its pumps!

Tydol drivers were to be made cops! Carrying a professional sealing apparatus! After filling the tank with Tydol gas, the driver-cop was to seal the intake pipe. The tank could drink no bootleg without breaking the seal. Visible to the motorist, that unbroken seal would be a symbol of his protection. Also, for purposes of policy, a symbol of the individual dealer's integrity!

The advertising said just that in every headline. Enormous space to be shot within seven weeks was prepared. But the sensational exposé of a sensational condition, and the sensational step of sealing,

were treated in a cleverly restrained manner that would beget confidence. The entire campaign was given the last brush stroke before a dealer was approached.

The move had to be fast. Faster than ill-advised gossip. Faster than competitive scoffing. Faster than bootleggers' opposition.


Sealed!
SEALED BY TIDE WATER OIL SALES CORP.
TYDOL
TAMPERING FORBIDDEN
Why 350 Tydol dealers now sell Tydol
from officially sealed pumps!
THERE is a deplorable gasoline situation in New York City—and it is high time the New York motoring public knew the unsavory facts!
The metropolitan market is glutted with bootleg gasoline—cheap, inferior, third-rate stuff. Numerous unscrupulous gasoline companies are plying an illicit trade by dumping this bootleg gasoline into the underground tanks of the gasoline pumps that supply high grade, branded gasoline. This bootleg gasoline is then pumped into your own gasoline tank—and you pay a high-grade gasoline price for it.
Every day the motorists of New York are being robbed. Public confidence in the well known, high quality brands is shaken, because motorists know they are not getting the gasoline quality they demand and pay for.
Companies selling this cheap, inferior gasoline are in league with dishonest dealers in New York City who ostensibly sell the better known brands of high quality gasoline. These dealers, in order to make a larger profit per gallon, allow the bootleg companies to dump their inferior product into the tanks serving the branded gasoline pumps on the dealers' premises.
Most of this illicit traffic is carried on under the cover of darkness. These bootleg companies operate only a few trucks during the day—and fleets of them at night.
Every Tydol pump now sealed
In view of the intolerable situation now existing in the New York gasoline market, with millions of gallons of bootleg gasoline being sold to unsuspecting car owners, Tide Water and the Tydol dealers of New York City have determined to give you unmistakable proof that you will get genuine Tydol quality when you buy Tydol.
Tide Water has placed its seal on the intake pipe of every underground tank in New York City which feeds a Tydol pump. Only when Tide Water refills the tank from its own truck is the seal broken. As soon as the tank is refilled, it is immediately sealed again.
Ask to see the seal.
THE dealer who sells Tydol will gladly show you how his Tydol pump is sealed. The unbroken seal is your protection against bootleg gasoline—your assurance that you get genuine high quality Tydol when you drive up to a Tydol pump.
The unbroken seal assures you that nothing but genuine Tydol can flow from a Tydol pump into the gasoline tank of your car.
350 Tydol dealers now fighting bootleg gasoline
Everyone of the 350 Tydol dealers in New York City is cooperating with us to protect your interests.
The Tydol dealers of New York City welcomed the step of sealing each Tydol pump because they, too, were anxious to give car owners tangible proof that they were serving genuine Tydol, and not bootleg gasoline, from Tydol pumps.
These dealers will be glad to show you how the Tydol tanks are sealed. The seal is their proof that they are selling genuine Tydol. It is your proof that the dealer is making an honest and courageous fight against bootleg gasoline—that he is spurning the dishonest profits offered by bootleg gasoline companies—that he is a reliable business man worthy of your patronage.
How to protect yourself from bootleg gasoline
Tide Water and Tydol dealers of New York have cooperated in sealing the Tydol pumps.
If you endorse this action, express your approval by patronizing the dealer who sells Tydol and by using Tydol in your car.
With Tydol in your tank, there will be no doubt in your mind as to what kind of gasoline you are using. Tydol's quick start, its dashing pickup, its long mileage are all its own—there are no imitations that give such genuine results.
If you are sick of bootleg gasoline, if you want genuine high quality, fill up with Tydol next time you stop for gas. Tide Water Oil Sales Corporation, 11 Broadway, New York.
TYDOL
TYDOL

A SAMPLE OF THE CAMPAIGN THAT REVERSED THE MILLION GALLON MONTHLY LOSS TO A 9½ PERCENT GAIN

A flying squadron of 20 crews, 3 men each, was dispatched. Each crew jumped into the dealers' cubbyholes in their territory, exhibited the advertising portfolio, and sealed the tanks. In 4 days, before the dealers could gather their wits, the job was done. Ninety-eight percent of the pumps were sealed. Only 5 dealers refused sealing—their pumps were instantly removed!

Immediately, the campaign broke. The disclosure was made. The dealers were lauded. The protection against bad gas was promised.

Within 8 weeks Tydol sales had right about faced. The million gallon monthly loss was regained. A 9½ percent additional gain was registered.

And a host of new dealers bid sudden *adieu* to their former connections; asked for Tydol franchises. The distributing force was thus increased by over 10 percent.

* * *

ECONOMICS: From 25 percent to 75 percent of all gas sold was bootleg. Therefore, legitimate sales suffered to that extent and motorists were caused much dissatisfaction.

MERCHANDISING: Pure gasoline—guaranteed.

PSYCHOLOGY: Better driving.

RHETORIC: Dignified exposition, stating problem with restraint.

ART: Copy set full measure and illustrated in line.

FACTS AND FIGURES

Product: Gasoline

Space: One Double Spread, Four Full Pages, Five Half Pages, One 1050-Line Ad, Three 600 Line Ads

Media: N. Y. Times, N. Y. Herald Tribune, N. Y. World, N. Y. American, Daily News, Jewish Morning Journal

Sales: 1,095,000 Gallons Monthly

Authors: Robert M. Newcomb, Wm. C. Gittinger, Laura Z. Keane, Joseph Richards Co.

CASE 3 E

New Copy Appeal Sells 30 Percent More Automobiles

The Secret of Persuasion Seems to Be Common to Cosmetics and Motorcars

THE world being what it is, more cakes are sold by fancy icing than by twelve egg recipes, a philosophy which can be adapted to the automobile business. Time was, when life was simpler, when an automobile's first requirement was to go and keep on going, when, in fact, an automobile that fulfilled this requirement very consistently was rather unique. Nowadays all that may be taken for granted.

The Chandler-Cleveland Motor Corporation, after years of experience in building and selling excellent medium priced automobiles, came to the conclusion at the beginning of 1927 that the time was ripe to place the accent on the luxuriousness of their commodity. Chandler motors and Chandler consistency of performance had been proven by road tests and by consumers' use. This performance had been made familiar to the public in advertising. There was no longer anything startling about this story.

It was decided to revise the copy theme of the advertising altogether. It was felt that the public took the performance for granted in every automobile and was directing their buying attention toward cars that gave them most in beauty and refinement and interior luxuriousness.

The new copy was built around the word "magnificent." To put over this idea, instead of using a one color advertisement as had been done for the most part, previous to this time, two and three colors went into the Chandler-Cleveland display ads.

The immediate increase in inquiries and the satisfaction expressed by the distributing organization on this new character of Chandler advertising proved consistently that in placing the accent on luxury and beauty the company was in line with a definite modern trend.

Business up to and including the first three quarters of the year showed an increase of 30 percent over the volume done during the

same period the year before. This increase was directly traceable, in the opinion of the company, to the new-type advertising.

This Chandler-Cleveland story is interesting in that it illustrates the rapid increase in business often obtainable by well established firms which have the courage to make sharp diversions from all their previous advertising methods.

ECONOMICS: All medium priced cars are fairly good performers nowadays.

MERCHANDISING: A luxurious motor car, excellent in performance and moderate in price

MAGNIFICENT
The New
ROYAL EIGHT
by
Style that glorifies all past conceptions of style . . . Luxury that gratifies the fondest dreams of luxury. Quality unspared in the way it is built Value unshared in the way it is priced!
Magnificent is the one word of words that fits this car—but there is nothing in English that expresses the tinglish enjoyment of driving it You can crowd the gas to it at any speed up to 75 miles an hour, and better. and never load the motor!
It gives you a new notion of smooth motion; quiet flight; boundless power. Everything about the car makes you feel that here, at last, is the last word in motoring.
There are six Royal Eight body styles, $2195 to $2295, with every nicety, every convenience, known to automobile crafesmanship—together with a complere line of new 1927 Chandler Sixes, $945 to $1895; all prices f.o.b. Factory. We proudly ask you to see these cars.
CHANDLER-CLEVELAND MOTORS CORPORATION, CLEVELAND
Export Department, 1819 Broadway, New York City
CHANDLER
ROYAL EIGHTS
BIG SIXES
SPECIAL SIXES
STANDARD SIXES

A PICTURE OF STYLE PROVES MORE PERSUASIVE THAN GENERALITIES ABOUT PERFORMANCE

PSYCHOLOGY: Pride of ownership.

RHETORIC: General; superlatives; deductive presentation of "psychological" appeal.

ART: Large color portrait of car.

MAGNIFICENT IN STYLE AND LUXURY--SWIFTER THAN THE VERY WIND
HERE is the supreme embodiment of everything fine and appealing in a motor car . . . Lengthy, low to the ground, charming in design . . . Sumptuous in every detail of interior decoration, seat dimensions, upholstery . . . Marvelous beyond words through the whole range of performance.
Eighty horsepower at 3000 revolutions; yet placidly smooth, serenely quiet. A car that fairly dazzles you with its spontaneous and silky obedience to either throttle or brakes. At 75 miles an hour, and better, you have a sensation of traveling only half that fast!
Four magnificent body styles: Royal Eight 5-Passenger Sedan; Royal Eight 7-Passenger Sedan; Royal Eight Coupe; Royal Eight Roadster—and a complete line of new 1927 Chandler Sixes. Pick your model and take a ride.
CHANDLER-CLEVELAND MOTORS CORPORATION CLEVELAND
Export Department, 1819 Broadway, New York City
The New ROYAL EIGHT by Chandler

TYPICAL OF THE "MAGNIFICENT" SERIES

FACTS AND FIGURES

Product: Motor Car
Space: Half and Full Color Pages
Price: $945 to $2,295
Media: Saturday Evening Post, Cosmopolitan, Good Housekeeping, National Geographic, House and Garden, Life, Vogue
Sales: 30 Percent Increase

CASE 4 E

Automotive Announcement Makes 3,000 Sales in Day

Leaving No Further Excuse for the Expression:
"Only An Announcement"

THEY had it all figured out:

Gas, $8 a month.

Oil, $1 a month.

Tires, about $2 a month.

Garage, $10 a month.

Depreciation, well, about $7 a month.

Repairs, certainly not more than $3 a month.

Thirty-one dollars a month in all; why, of *course* they could afford that cute little coupé shining in the window of Drake's, down at the corner of Sixth and Main! Who had been handing out all this scare talk about a car's being *expensive*?

So they bought it.

Then the fun began.

The third day out, the timing chain broke. Luckily they only had to be towed a half mile to the nearest garage.

Less than a week later, they had their first flat; but it was a blow-out, not a puncture.

Followed in orderly regularity, two crushed fenders, one bad battery, one frozen radiator, three tickets—for parking in front of an old hydrant, for acting color blind to the traffic lights, for yielding to the sporting instinct with a fresh roadster on a clear stretch of highway.

But, oh, what's the use. They owned a car and they suffered, even as you and I.

To Myles F. Costello, busy accessory store owner of Worcester, Massachusetts, might be ascribed the wretched epigram: "It's an ill wind," etc. As more Worcesterites yielded to the siren song of "easy terms," Mr. Costello prospered.

Came the day when his business was too great for one establishment. He decided to open a second, farther down Main Street.

He faced the same old problem: How to get folks started coming to the new place. An ordinary announcement of removal might help. But Mr. Costello was a business man. He wanted to get his money's worth out of the space he bought.

Aiming thus at his prospects' most vulnerable point, the wallet, Mr. Costello loosed in his white space corral a raging herd of such

TODAY AT NOON
Costello INC.
OPENS
ANOTHER STORE!
609 Main St.
It wasn't enough that we expanded our store THREE TIMES this past year. It wasn't enough that we made alteration after alteration to give us more floor space. COSTELLO'S must have MORE ROOM to keep up with our ever-growing business.
So, this noon, on the stroke of twelve, for the convenience of all Worcester motorists, we open another COSTELLO Store at 609 MAIN STREET. There you will find the same amazing values, the same quality merchandise, the same sensational low prices and the same courteous and intelligent attention that have made possible the truly phenomenal success of our first Worcester store.
Cord Tires
30x3½ $4.99
31x4 S. S. $8.98
32x4 . . . . . $10.98
33x4 . . . . . $11.98
BALLOON CORDS
29x4.90 . . . $7.49
HOOD
WHITE ARROW CORDS
KELLY-SPRINGFIELD
BUCKEYE CORDS
THESE TREMENDOUS BARGAINS ON SALE FRIDAY AND SATURDAY ONLY AT OUR NEW STORE 609 MAIN ST.
GENUINE Mobilgas A.E. ARCTIC 1-GALLON 69c
GENUINE SCHRADER TIRE GAUGES 69c
Columbia No. 6 Dry Batteries Guaranteed Fresh Stock 29c
LINED BRAKE SHOES 99c
Tested Radio Tubes Type 201A . . . . . 59c Type 199 . . . . . 79c
Auto Sponge 9c
Valve Insides 7c
Boyce-ite A Can 9c
3-in-1 OIL 9c
NUN-BET-AR POLISH 49c
SIMONIZ 23c
Washable Wool Duster 29c
TIRE PUMPS 39c
TUBE PATCHING OUTFIT 9c
Combination Ash Receiver 49c
GENUINE BELL TIMERS $1.19
RUBBER PEDAL PADS 19c SET OF 3
STRONG TOW ROPES 49c
Genuine Brandes Earphones $2.49
Minute Bands for Fords $1.39
50x3½ TUBES 89c
Shaler 8 Min. Vulcanizer 79c
A. C. Speedometer $5.99 for Fords
GENUINE A. C. PLUGS For Fords 23c
49c FULTON ACCELERATORS FOR FORDS
Force Feed Oil System 59c
SPOT LIGHTS 79c
CUP GREASE 10c
Emergency GAS TANK 39c
Cut-Outs For Fords 99c
SOCKET WRENCH SET 9c
THICKNESS GAUGES 19c
Costello INC.
Two Stores In Worcester
214 Main St. 609 Main St.
"Everything for Your Car"
Both Stores Open Evenings.

NO ENCOURAGEMENT FOR ART DIRECTORS, HERE

cut-priced bargains as Worcester had not had a chance to rope in years.

Did they visit the new store? Within 24 hours, 3,000 cash sales

had been made there! Purely on the strength of this one merchandising announcement.

* * *

ECONOMICS: Motorists always need supplies; ever seeking to save money. New store to be opened.

MERCHANDISING: Patronize new store.

PSYCHOLOGY: Save money.

RHETORIC: Descriptive.

ART: Sensational; bold display of *each* product and *each* price.

FACTS AND FIGURES

Product: Automotive Accessories
Prices: 7 Cents to $11.99
Space: 1,175 Lines
Medium: Worcester Daily Telegram
Circulation: 41,729
Cost: $329
Sales: 3,000 (within 24 hours)

CASE 5 E

New Motor Car Accessory Secures 237 Accounts in Trade Paper Campaign

If They Need It, Don't Waste Words; Just Show It; They'll Buy It!

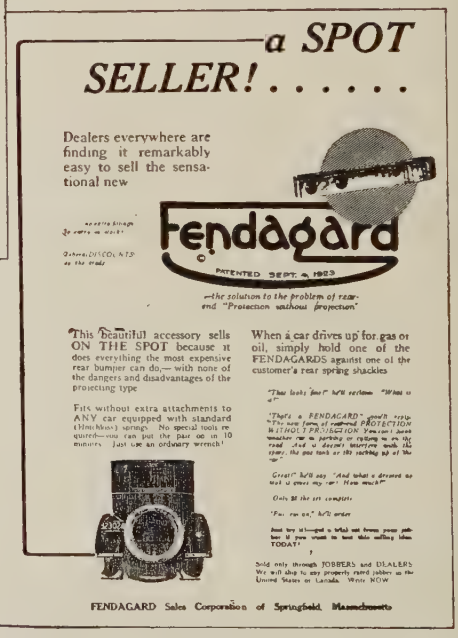
ANCIENT Dialogue:

Motorist: "How are the accidents to-day?"

Fate: "Fine! Nice fresh assortment of Bumps and Hooks just in stock. Very popular. What'll you have?"

The old fashioned *rear bumper* was a bull in the accident market!

At last!—
"protection.....
without projection!"
Fendagard
PATENTED SEPT 4 1923
Spare tire takes care of full-centre bump
The FENDAGARDS do the rest
FENDAGARDS do not interfere with spare tire or jack nor up of car. They eliminate dangerous hooking another car in passing or cutting in. And a FENDAGARD-equipped does not require an inch extra parking space
What a smart, finished appearance FENDAGARDS will impart to any rear end. No wonder they are proving SPOT SELLERS at the low retail price of $8 the pair, complete. Liberal discounts to the trade—get YOURS
Attached in 10 minutes to rear spring shackles
NO EXTRA FITTINGS TO CARRY IN STOCK!
Solid ONLY through regular JOBBER-to-DEALER channels
Write TODAY
The FENDAGARD Sales Corp of Springfield Mass


—a SPOT SELLER!.....
Dealers everywhere are finding it remarkably easy to sell the sensational new
Fendagard
PATENTED SEPT. 4, 1923
—the solution to the problem of rear-end "Protection without projection"
This beautiful accessory sells ON THE SPOT because it does everything the most expensive rear bumper can do,— with none of the dangers and disadvantages of the projecting type
Fits without extra attachments to ANY car equipped with standard (Hotchkiss) springs. No special tools required—you can put the pair on in 10 minutes. Just use an ordinary wrench!
When a car drives up for gas or oil, simply hold one of the FENDAGARDS against one of the customer's rear spring shackles
"That looks fine!" he'll exclaim. "What is it?"
"That's a FENDAGARD," you'll reply. "The new form of rear-end PROTECTION WITHOUT PROJECTION. You can't back another car up, or park by, or ride up on the road. And it doesn't interfere with the spare, the gas tank or the catching up of the car."
"Great!" he'll say. "And what a difference it must make in your car! How much?"
Only $8 the set complete.
"For one car?" he'll order.
Just try it—put a trial set from your jobber in your stock to test this selling idea. TODAY!
Sold only through JOBBERS and DEALERS. We will ship to any properly rated jobber in the United States or Canada. Write NOW
FENDAGARD Sales Corporation of Springfield, Massachusetts

NO ART DIRECTORS' PRIZE BABIES HERE—BUT THEY BROUGHT HOME THE BACON!

If you didn't have a rear bumper, your body was dented and your fenders were crushed.

If you did have one, you *hooked*—you relieved your unoffending neighbor of his fender. (Sometimes the fender won, and your bumper left you.)

True enough, manufacturers began to provide their new models with tailormade "bumperettes" that gave ample protection to the motorist's fenders—and to his neighbors'.

But what of the folks who still drove Old Faithful?

It seems they were waiting for the Fendagard Corporation's new rear bumper line.

Modern "bumperettes" were they, so cleverly designed that they could be fitted in a jiffy to *any* stock car. And the price was only $8.

Surely, the advertising policy was clear. So were the results!

Directly from a single campaign, 237 new jobber accounts were signed up. And 6,157 bumpers were ordered.

* * *

ECONOMICS: Trade realized demand for a universal "bumperette," that could be fitted to cars purchased before "bumperettes" became a standard equipment.

MERCHANDISING: Fendagard "bumperette" easily attached to *any* car, at a price that brings this luxurious necessity within John Doe's reach.

PSYCHOLOGY: New market, new profits.

RHETORIC: Expository; simple; sensational.

ART: Scrambled; lavish with white space.

FACTS AND FIGURES

Product: "Bumperette"
Price: $4 to Trade
Space: ½ Page to Color Pages
Media: Motor World, Motor Age, Auto. Tr. Journal, Auto. Merchandising, Amer. Auto. Digest, Southern Auto. Dealer, Motor
Circulation: 262,600
Cost: $5,349
Sales: 6,157 *Bumpers* and 237 Jobber Accounts
Author: Ralph T. Foye

CASE 6 E

$455 Automobile Insert Arouses 3,500 Prospects

Which Proves That Advertising May Be As Acceptable Socially As It Is Profitable Economically

THE Professor of Philosophy smacked his lips.

"This evening, ladies and gentlemen," he announced, "we will take up the final subject of this lecture course. It is, as you know from your catalogues, 'Advertising.' "

He paused meaningly and swept the room with his erudite spectacles. A thicket of young ladies in the front row grimaced with naive sophistication.

"Now, Advertising," launched the Philosopher, "as you all undoubtedly know, is an economic waste. . . .

"Pick up any publication from the news stand. What do you find? Page after page of advertising. Innocently you pay out your good money for educational reading matter. But if you can find what you paid for in the maze of advertisements, you are lucky."

The Professor continued in his jocular vein.

"In order to 'crash the gates' of your consciousness, as it were, the advertiser pays the publisher huge sums of money. Do you know how much a page costs in the *Saturday Evening Post*?"

He paused impressively.

"Eighty-five hundred dollars . . .

"Just for one page . . .

"Just for one week . . . "

The front row of feminine thicket registered horror.

"Now who pays for that?" thumped the thinker.

"You . . . I . . . pay that eight thousand five hundred dollars when we buy the article that has been so extravagantly advertised. There should be a Law against it!"

Once, radical students, arising in refutation, acknowledged the unorthodoxy of advertising while citing the lowered costs actually and definitely due to advertising.

Today, the scholar goes a step farther. He holds that advertising

is as acceptable socially as it is profitable economically. He proves that advertising is no longer an obnoxious byproduct of worthier efforts; that readers are becoming as interested in the space a magazine sells as in the words it buys.

Once, cynics laughed at the eighty-five hundred dollar weekly as an "advertising review." Today, that same weekly frankly supple-

WESTERN MOTOR COMPANY BUICK SECTION

GREAT FALLS TRIBUNE

THIRTY NINTH YEAR — GREAT FALLS, MONTANA, SATURDAY MORNING, JULY 31, 1926 — PRICE FIVE CENTS

BUICK HOLDS OPEN HOUSE TONIGHT IN NEW HOME

Splendid Building Will Be Dedicated With Reception for People of Northern Montana

$50,000 STRUCTURE IS LAST WORD IN SALES EFFICIENCY

Edifice at Corner of Second Avenue North and Fourth Street Has 7,500 Square Feet of Floor Space

NEW HOME OF BUICK CARS, SECOND AVE. AND FOURTH STREET NORTH

PREMIER SHOWING OF LATER MODELS WILL BE FEATURE

James W. Jordan, President of Western Motor Company Celebrates Third Forced Move Since 1916 to Acquire More Space

15-YEAR TASK IS REPRESENTED IN PRESENT MOVE

BUICK MODELS PRESENT MANY CONVENIENCES

BUICK VALVE-IN-HEAD ENGINE RESULT OF 22 YEARS EFFORT

Even Boss Must Pay for Repairs to Car at Western Motor

Gives Economy and Power That Maintain Leadership Wherever Autos Are Sold

By Careful and Scientific Development, Motor's Matchless Performance Has Been Made More Perfect—Vibrationless

Women May Park Cars in Western Garage and Shop

HOT GAS FLOW ASSURES BUICK QUICK WARMUP

EASY STARTING DEVELOPMENT IN BUICK CAR

NEW CRANKCASE VENTILATOR IS BUICK FEATURE

WATER CONTROL IN BUICK CAR IS AUTOMATIC

HERE IS THE FIRST PAGE OF THE 10 PAGE INSERT; COST $455; SOLD $21,000 WITHIN 72 HOURS

ments its Table of Contents with a large Index of Advertisements.

Once, home builders placed their fate in an architect's questionable lap. Today they stop at the news stand, buy *House and Garden, House Beautiful* and *Your Home*, so that they can study the advertisements of everything that goes to make up a home.

Once, *nouveaux riches* bought the motor cars that their *vieux riches* friends had recommended. Today, they read every automobile advertisement avidly, and then fill out the coupon for further information.

From surreptitious suggestion that proved profitable, advertising has become every day journalism that is essential.

Technical efforts have swung from trickery that lures attention to craftsmanship that diffuses information.

Which sums up the philosophy and policy of the advertising agents to whom was entrusted the task of introducing the new Buick into their Montana district.

The occasion was a double one: First, the 1927 model Buick was to be announced. Second, the opening of the district distributor's new building was to be celebrated.

News. Real news. Why modestly repress it within the confines of an orthodox "advertisement?" Why not acknowledge the journalistic effort as true journalism?

One fine Saturday morning Papa reaching a pajama arm out for the milk on the doorstep, found his morning paper strangely heavy. Putting the bottle absent mindedly on the floor in front of the icebox, he thumbed through the freshly inked pages to find the cause of this sudden bulk.

It proved to be an extra 10-page news section—and all the news was about Buick automobiles.

Page after page told interesting things about this wonderful new model. And about the beautiful new building of the distributor. Sprinkled among the news stories were advertisements adding the voices of local accessory dealers. On the back was a full page ad inviting everyone to see this new car in its new home.

Did Papa turn up his sleepy nose at the "advertisement?" Perhaps some of them did. But the fact remains that although the newspaper

only had 12,000 circulation, 3,500 readers trooped down that night to see the Greatest Buick Ever Built!

* * *

ECONOMICS: Every one wants a car . . . or a new car.
MERCHANDISING: "The Greatest Buick Ever Built."
PSYCHOLOGY: The last word in motor cars—for you.
RHETORIC: Typical journalistic style for sincerity.
ART: Layout and typography identical to that of actual newspaper.

FACTS AND FIGURES

Product: Motor Cars and Accessories
Space: 10 page, Special News Section
Medium: Great Falls Tribune
Circulation: 12,000
Cost: $455
Inquiries: 3,500
Sales: $21,000 (Within 72 Hours)
Author: T. L. Greenfield, Greenfield Advertising Agency

CASE 1 F

Changed Lead Triples Book-of-the-Month Club Inquiries

—More data on the infallibility of human opinions

AT first glance, the advertisements reproduced do not appear very unlike. There is a difference in the layouts; two distinct body types are used; one has a hand-lettered, the other a type-set, headline. The main elements are practically the same, however; and even the layman would quickly recognize them as two messages of the same advertiser.

Yet, tested under almost identical conditions, one piece of copy produced inquiries at $1.61—the other at 65 cents.

Both appeared in a list of twelve leading magazines, including such publications as the *Quality Group*, the *Bookman*, and the *American Mercury*. To such an audience, it would seem that the copy with the greater suggestion of culture (the "bookish" note, in fact!) should appeal more strongly. And what could be more nicely worded than the invitation "Will you not send for this Prospectus—outlining how the Book-of-the-Month Club will keep you from missing the outstanding new books?" The other heading, "Handed to you by the postman—the best new book each month!" seems designed as a subtle appeal to those "lazy people" of doubtful erudition to whom Listerine Tooth Paste directs its messages, rather than to the active intelligentsia.

Yet (you've guessed it!) it was the postman appeal that won the day—the headline that spoke, not to habitual bookworms only, but to that infinitely wide circle that longs to be "well-read," and hasn't much time for it.

* * *

ECONOMICS: New interest in books and reading.

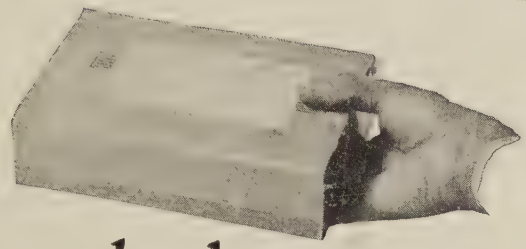
MERCHANDISING: Book subscriptions.

PSYCHOLOGY: Culture made easy.

RHETORIC: Expository, verbose.

ART: "Editorial" style; photographic illustrations.

A subscription to this year-round Service would be a Christmas gift deeply appreciated by any one who enjoys good books. Send the coupon below for our Prospectus, in which it is explained how you may subscribe—either for yourself or others



Handed to you by the postman—
the best new book each month!

HENRY SEIDEL CANBY

HEYWOOD BROUN

DOROTHY CANFIELD

CHRISTOPHER MORLEY

WM. ALLEN WHITE

IF you are a bookish person, you have probably heard about the Book-of-the-Month Club. Many of the most prominent people in the country have already subscribed to its service. Wherever books are talked about, it is likely to come into the conversation. Frequently, however, the simple idea behind it seems to be misunderstood.

There are hundreds of thousands of intelligent people in this country who are really anxious to keep abreast of outstanding new books, as they appear. But the average person *fails to read* most of these important books. He misses them because he is either *too busy* or *too neglectful* to go out and buy them. How often has this happened to you? "I certainly want to read *that* book!" you say to yourself, when you see a review or hear a book praised highly, by someone whose taste you respect. But, in most cases, you never "get around to it."

It is to meet this situation, chiefly, that the Book-of-the-Month Club was organized. It takes cognizance of the procrastination that forever causes you to miss the best books; *each month, without effort on your part, you will receive the outstanding new book published that month—just as you receive a magazine—by mail!*

How is the "outstanding" book each month chosen? How may you be sure it is a book that you would care to purchase anyway? In order to obtain a completely unbiassed selection, the Book-of-the-Month Club has asked a group of well-known critics—whose judgment as to books and whose catholicity of taste have long been known to the public, to act as a Selecting Committee. They are: Henry Seidel Canby, Chairman; Heywood Broun, Dorothy Canfield, Christopher Morley and William Allen White.

These individuals have no business connection with the Book-of-the-Month Club. They were simply requested to function as judges, for the benefit of our subscribers, and they agreed to do so. Each month, the new books, *of all publishers*, are presented to them. From these, by a system of voting, they choose what they consider to be the most outstanding and readable book each month, *and that book is forthwith sent to every subscriber of the Book-of-the-Month Club.*

Tastes differ, however. You may concede that a book selected by such a committee is *likely* to be one that you would not care to miss reading. But you may disagree with their choice in any one month. If so, *you may exchange the book you receive for any one of a number of other books which the Committee simultaneously recommends.* Thus, your choice among current books is no more limited than if you browsed in a bookstore. The only result is—that you actually *do* obtain and *do* read the books you want to read. This you won't do, in most cases, if you rely upon your present haphazard methods of book-buying.

The cost of this service is—nothing. The cost of the books is, in every case, the publishers' retail price.

If you are interested in this idea, and wish to know more about it, send for our prospectus, in which the simple details of the plan are completely outlined. Your request will involve you in no obligation to subscribe. If, however, you do subscribe at this time, you will receive special privileges as a "charter subscriber," which it will not be possible to offer later.

BOOK-OF-THE-MONTH CLUB, INC.
218 West 40th St., Dept. 23-K
New York, N. Y.

Please send me, without cost, your Prospectus outlining the details of the Book-of-the-Month Plan of Reading. This request involves me in no obligation to subscribe to your service.

Name.....

Address.....

City.....State.....

THIS AD BROUGHT INQUIRIES AT 65 CENTS

FACTS AND FIGURES

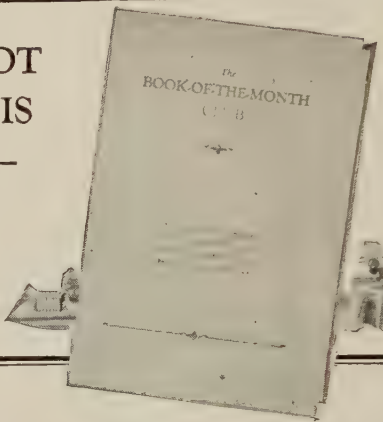
Product: Book-of-the-Month Club
Space: Full Pages
Media: Quality Group

Inquiries: $.65 and $1.61
Author: R. W. Beatty

B

WILL YOU NOT SEND FOR THIS PROSPECTUS—

—outlining how the Book-of-the-Month Club will keep you from missing the outstanding new books.



HENRY SEIDEL CANBY

SOMEHOW, you find you never "get around" to reading the important new books. Perhaps you are too busy; or out of pure neglect you *overlook* obtaining them. This need be true no longer. If you are a subscriber to the Book-of-the-Month Club, you automatically receive the outstanding new book published each month, just as you receive a magazine—*by mail!* You pay nothing for the service itself, and the price of the books in every case is the price set upon it by the publisher himself.

DOROTHY CANFIELD

The great convenience of such a plan is apparent. But how, you ask, can you be sure that the books you receive will be really outstanding, *books that you would desire to purchase anyway*, provided you did not get them in this fashion?

In order to assure its subscribers of unquestioned impartiality, and of reliable judgment, the Book-of-the-Month Club has requested an *outside group* of five critics, who have no connection with it and who are well and favorably known throughout the country, to select what *they* consider to be the most readable and outstanding book each month. The members of this "selecting committee" are Henry Seidel Canby, Heywood Broun, Dorothy Canfield, Christopher Morley and William Allen White. Each month *the new books of all publishers* are submitted to these individuals. Each one rates the books in the order of his own preference, and the book *which emerges in the voting with the highest rating* is automatically sent out to the Book-of-the-Month Club subscribers.

HEYWOOD BROUN

It should be clearly understood that the combined opinion of these individuals is not set up as infallible, least of all by themselves. You will readily agree that any book chosen, by such a method and by such a group, is *extremely likely* to be one that is both readable and important, *a book that you would not care to miss*. But tastes differ. Sometimes you may disagree with the combined vote of this "selecting committee."

CHRISTOPHER MORLEY

In such a case *you may exchange any book you receive for one of a number of other important new books simultaneously recommended and reported upon by the committee.*

Thus, your *own choice* among the current books and authors is no more limited than it has ever been. The only result is that, under this plan, at least you *do* obtain and *do* read the outstanding books that you promise yourself to read.

Handed to you by the postman —the outstanding new book each month!

An Ideal Christmas Gift

Will you not send for our prospectus, which describes how *simply* and *effectively* this convenient service is now operating? If you do not wish to subscribe for yourself, you may decide to make a Christmas gift of the service to some bookish person or family. A more thoughtful gift can hardly be made. Your request for our prospectus will involve you in no obligation to subscribe.

WM. ALLEN WHITE

BOOK-OF-THE-MONTH CLUB, Inc.
218 West 40th St., Dept. 2-J, New York, N. Y.

Please send me without cost, your prospectus outlining the details of the Book-of-the-Month Plan of Reading. This request involves me in no obligation to subscribe to your service.

Name .....
Address .....
City ..... State .....

THIS AD COST $1.61 PER COUPON

CASE 2 F

12,000 Dimes from One Cookbook Page

The Sentimental Appeal, Applied to Recipe Book Advertising, Proves That Romance Reigns in the Kitchen, Too

SIX-THIRTY P. M.—and a near-marble dome in the center of a 12 x 14 ceiling sheds golden glamor over a six-months-new dining room "suite" whose table is set for two. On a worried command from the kitchen ("Do sit down, dear, and start your soup while it's hot. I won't be a minute") enter the Head of the House, rubbing carefully washed hands and glancing about with a somewhat furtive air.

Every night, even when no guests are present, he has to fight a feeling of self-consciousness when he sits down at the head of his own table and unfolds a frighteningly slippery napkin that matches the austere folds of the tablecloth. The china is so fragile and the glassware so glittering, with icicle-thin stems on the goblets out of which he never dares drink. Why, one good grip on the things—! The silverware, too, is awesomely complex. Two forks, two knives and h'm, *three* spoons tonight. The large one is for the soup, anyway; and he grasps it thankfully with the usual mental note that this time he really *must* remember not to butter bread with his steel-bladed knife.

One gulp—and he looks guiltily toward the kitchen as though afraid that even a mental damn, if heartfelt, may be somehow audible. The soup is cold again, and extremely watery. Can't she even follow directions on a can? . . . The temperature, of course, means that she has been fussing with another "surprise" for him out of that newfangled cookbook she bought, and has timed the other food poorly. Everything but the pièce de résistance, sad experience tells him, will be either over-done or cold.

By the time the soup is finished, in solitude that aids retrospection, he feels the complete martyr. . . . Sure enough, the potatoes are baked to a crisp, and the biscuits—one look is enough. The main dish is worse than he feared. How he hates mysterious concoctions in casseroles! Give him something solid, served on an honest, all-reveal-

ing platter. . . . Grim silence for a moment, then the timid query, "Do you like it, dear?" and the dam bursts.

"No!" he roars, flinging down a fork and trampling, as he rises, on the disregarded napkin. "You're askin' for it now and I'll tell you—I haven't had a decent meal in six months! Nothing but style, style, style, and queer mixtures, and leftovers cooked by oven temperature —much good they are to a starving man! Why, my mother never *had* any leftovers from her cooking. I'd rather have corned beef and cabbage and apple pie off her red kitchen tablecloth, than all the stuff and stylish nonsense you'll get out of that dam' scientific cookbook in a year! . . . I'm going downtown to get something to *eat.*"

"Like Mother used to make" is an immortal phrase. Time cannot wither it nor custom stale the definite appeal it holds for all of us. Many a bride has striven prayerfully that her efforts might attain this utmost accolade. Striven, failed and knew not why. She has better tools to work with than Mother had, and scientific, ABC recipes to follow, but . . . So has a baker, for that matter; and were there ever baker's doughnuts (just for instance) that tasted anything like the meltingly delicious goldenbrown rings that emptied from Mother's doughnut jar as soon as it was filled?

For these and kindred reasons, the new cookbook of a leading magazine's new Home Service Department did not attempt to compete with the multitude of modern, standardized recipe books. The coöperation of a real old-fashioned cook of many years' experience was obtained, and her favorite recipes, collected over a long period and tested many times, were published under the title, "161 New Ways to a Man's Heart." It was felt that recipes of this kind, set down in the old-fashioned, simple way, would have a definite appeal for many women.

In a preface signed by Mrs. Phoebe Dane (a fictitious name of the originator of the recipes) the booklet's title was explained by the statement that old-fashioned home cooking—"like Mother used to make"—is one of the chief aids to domestic happiness.

This theme was enlarged upon in the full page advertising campaign planned to run in the magazine. The first advertisement subordinated the announcement of "a new Home Service Department"

161 New Ways to a Man's Heart

in this fascinating book for cooks

THERE'S a way of pleasing men that was old ages before vanity cases and lipsticks were discovered. That homely saying, "The way to a man's heart is through his stomach," may be old-fashioned, but it is just as true as ever. Try it, and see!

Men like good, substantial food, home-made in the old-fashioned way. The joke about husbands harping on "meals like Mother used to make" isn't as much of a joke as many women wish it were. Men don't realize that cooking of the old-fashioned sort is something of a lost art. Mother kept many of those delightful recipes tucked away in her capable head; and now they are lost forever. Somehow scientific formulas don't take their place.

The thousands of letters received in the recent contest, "How TRUE STORY has helped to make my home life happier," proved that TRUE STORY is, first of all, a **home** *magazine. It is read by a million wives and mothers, as well as by husbands, sons and daughters. It is for the benefit of these readers that a new Home Service is inaugurated with the publication of "161 New Ways to a Man's Heart."*

A Real Home Cook's Recipe Collection

Few of the old-time gifted cooks kept a really usable record of their best recipes. When they did, those records are priceless—the kind of thing that is handed down in the family and jealously guarded. It is just such a collection of recipes that has been secured and published for TRUE STORY readers.

Mrs. Dane, from whose cherished kitchen notebook "161 New Ways to a Man's Heart" have been compiled, had a wonderful collection of old family recipes to start with. In her thirty years' experience as a home cook, she has experimented with and improved these recipes and many others. "161 New Ways to a Man's Heart" are the cream of her collection.

Not a Cooking Manual

"161 New Ways to a Man's Heart" does not pretend to be a scientific manual, and it will not teach you how to cook. But if you know the rudiments of cooking, if you have had any practical experience, you will find this book a real inspiration. Every delicious, tempting recipe has been tested not once, but hundreds of times, by its originator; and the directions are set down just as Mrs. Dane herself would tell them to you.

A New TRUE STORY Service

"161 New Ways to a Man's Heart" is worth, at the most conservative estimate, a dollar. Once you have seen the recipes and tried them, you would not take many times that amount for it. This "book for cooks" is not printed for profit, however, but as the beginning of a new service for the hundreds of thousands of TRUE STORY readers who are homekeepers as well. Just fill in the coupon, enclose ten cents in coin or stamps, and the book will be sent to you postpaid without further cost or obligation.

We suggest that you mail the coupon at once if you want to be among the first to receive "161 New Ways to a Man's Heart," as our supply is limited and the book cannot be immediately reprinted.

Worth $1.00. Send only 10c In full payment now

TRUE STORY MAGAZINE,
1926 Broadway, New York, N. Y.
Home Service Department

[illegible] please send postpaid [illegible] copy of "161 New Ways to a Man's Heart."

Name .....

Street and No. .....

.....

City or Town ..... State .....

HOW TO SELL SUCH A STAID ARTICLE AS A COOKBOOK

to a display of the cookbook's appealing name, a description of what it was, and the offer to send it postpaid on receipt of a coupon and ten cents. It was felt that the attitude of the magazine's readers toward the new department could be best determined by their demand for the book.

The response was not long left in doubt. No sooner was the magazine on the news stands than the incoming mails were flooded with dimes. More than 12,000 coupons have been returned from this first advertisement, and now are still coming in every day.

A letter from Phoebe Dane, asking how recipients of the cookbook liked her recipes, brought hundreds of enthusiastic replies. Not one criticized the somewhat unorthodox way in which the recipes were given. In fact, the writers said, "Your recipes are written out so simply a child could use them. No wonder they always turn out so well!"

Ample justification for statements in the advertising of "161 New Ways to a Man's Heart" is found in letters from two of the cookbook's users, who naively state that they secured husbands through the use of Mrs. Dane's recipes. Many letters are from brides-to-be who are prudently planning to avert scenes such as that described in the introduction to this account.

* * *

ECONOMICS: Women are interested in becoming better cooks.

MERCHANDISING: An "Old Fashioned" cookbook.

PSYCHOLOGY: Please the men.

RHETORIC: Romantic exposition, developing into detailed description; simply worded.

ART: Layout gives cookbook name and coupon maximum display.

FACTS AND FIGURES

Product: Recipe Book
Price: 10 Cents
Space: Full Page
Medium: True Story

Circulation: 2,000,000
Sales: 12,000
Author: Advertising Service Bureau, Macfadden Publications, Inc.

CASE 3 F

Modern "Catechism" Copy Sextuples Bible Inquiries

Improved Mail Order Ideas Are Successfully Applied to Selling Bible Study

WHO hasn't heard of Moody and Sankey? Even though the days when they "spread the gospel" over this country and England are thirty to forty years back, their memory lives on.

All biographers of Dwight L. Moody say that he was an unusually good business man as well as a wonderful orator. The Moody Bible Institute of Chicago was founded by him in 1886, and still endures, a monument to his practical organizing ability as well as to his name.

Ever since its founding, the Institute has specialized in the publication of Bibles and other religious works, and in the training of Bible students and church workers. Ten years ago the work was broadened to include a number of correspondence courses. And never since that time—until the last few months—has the Correspondence Department "broken even!"

The Moody Institute is not operated for profit, so that the red figures in the Correspondence Course ledgers were not as serious a matter as they would have been in every day business. Still, the agency handling the advertising felt that if the right copy appeal were found, the publicity could be made to produce inquiries and sell courses at a low enough cost to make the department self-supporting.

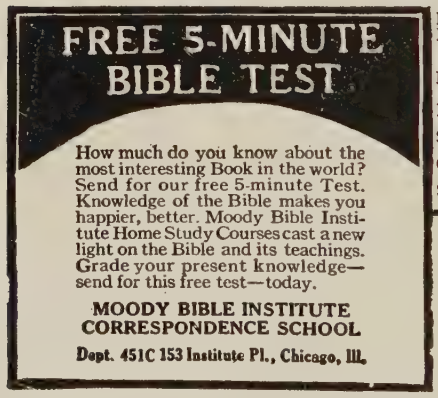
The advertising in use at that time was extremely conservative and dignified in tone, although the appeal was constructed at least partially in accord with correspondence school advertising formulae. The advertisement, "Are You a Leader Who Has Never Led?" is typical of the copy run in sixteen-inch space, appealing to the deeply serious church worker and student.

The copy appeal finally adopted was developed in much smaller space, some insertions running as small as two inches. Much the same copy was used to describe the Institute itself, but in greatly abbreviated form; and in every advertisement the "Free Five-minute Bible Test" was used as an introduction. "How much do you know

about the most interesting Book in the world? Grade your present knowledge—send for this free test today," said the smaller insertions. Larger space utilized the ever-powerful question mark. "Do You Know—who led the Children of Israel into the Promised Land?—where Noah's ark landed?—who was the first great Christian missionary?" Easy enough to answer (even with mostly vague memories of Sunday School catechism as one's only monitor!) but somehow they roused an appetite for more.

Records of several advertisements in various publications

Do You Know?
Who led the Children of Israel into the Promised Land?
Where Noah's Ark landed?
Who was the first great Christian missionary?
FREE—Send for this 5-minute Bible Test
Test your knowledge of the Bible. See how much you really know about this great Book of Books.
Moody Bible Institute Home Study Courses make the Bible really yours. They give you a helpful, well-rounded knowledge useful in your everyday Christian experience. Ten courses—non-sectarian—one suited to your particular needs. 34,000 students have already found the great satisfaction and joy that comes from knowing the Bible. Don't deny yourself this wonderful experience.
Just to try out your present knowledge—send for this test. You'll be interested. Mail coupon today.
MOODY BIBLE INSTITUTE CORRESPONDENCE SCHOOL
Dept 4681 153 Institute Place, Chicago, Ill.
Mood-- Bible Institute
Dept. 4681, 153 Institute Place, Chicago, Ill.
Please send me, Free, your 5-Minute Bible Test. No obligation.
Name
Street and No.
City
State


FREE 5-MINUTE BIBLE TEST
How much do you know about the most interesting Book in the world? Send for our free 5-minute Test. Knowledge of the Bible makes you happier, better. Moody Bible Institute Home Study Courses cast a new light on the Bible and its teachings. Grade your present knowledge—send for this free test—today.
MOODY BIBLE INSTITUTE CORRESPONDENCE SCHOOL
Dept. 451C 153 Institute Pl., Chicago, Ill.

THESE ADS ARE FROM THE NEW SERIES—THEY ARE EXACT SIZE

on the Institute's list show graphically the increased "pulling power" of this new question appeal. In one magazine, one insertion of the new copy produced 565 inquiries as against 250 of the year before. Another showed an even higher average of increase—more than six to one—with 312 inquiries as opposed to 50 from the old advertising.

Five insertions in a third produced 555 inquiries instead of 198; in a fourth, 222 instead of 102; and in a fifth, 197 instead of 59. Sales developed through these inquiries showed a corresponding upward trend.

These results gain in interest when it is remembered that the white space used averaged about half that of previous years.

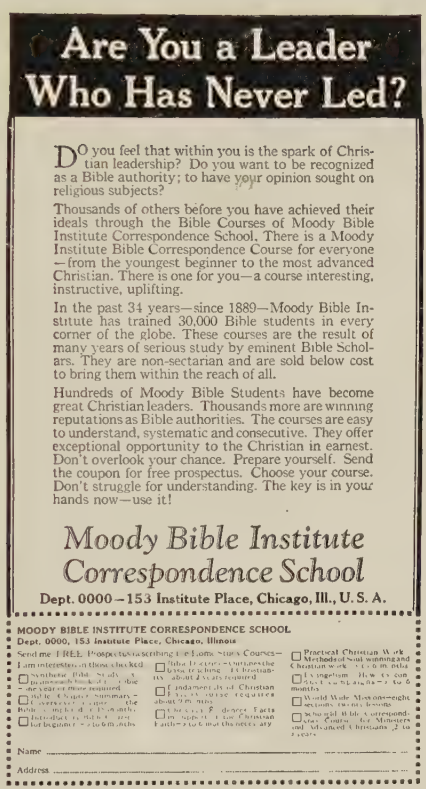
As the agency comments: "This copy exemplifies perfectly the difference between a copywriter who has a merchandising idea and one who just sits down and writes."

* * *

ECONOMICS: Knowledge of the Bible desired by church workers and interesting to all religious people.

MERCHANDISING: Correspondence courses in Bible study sold below cost as part of philanthropic work.

PSYCHOLOGY: How much do you really know about the Bible?



Are You a Leader Who Has Never Led?

DO you feel that within you is the spark of Christian leadership? Do you want to be recognized as a Bible authority; to have your opinion sought on religious subjects?

Thousands of others before you have achieved their ideals through the Bible Courses of Moody Bible Institute Correspondence School. There is a Moody Institute Bible Correspondence Course for everyone —from the youngest beginner to the most advanced Christian. There is one for you—a course interesting, instructive, uplifting.

In the past 34 years—since 1889—Moody Bible Institute has trained 30,000 Bible students in every corner of the globe. These courses are the result of many years of serious study by eminent Bible Scholars. They are non-sectarian and are sold below cost to bring them within the reach of all.

Hundreds of Moody Bible Students have become great Christian leaders. Thousands more are winning reputations as Bible authorities. The courses are easy to understand, systematic and consecutive. They offer exceptional opportunity to the Christian in earnest. Don't overlook your chance. Prepare yourself. Send the coupon for free prospectus. Choose your course. Don't struggle for understanding. The key is in your hands now—use it!

Moody Bible Institute Correspondence School

Dept. 0000—153 Institute Place, Chicago, Ill., U. S. A.

MOODY BIBLE INSTITUTE CORRESPONDENCE SCHOOL
Dept. 0000, 153 Institute Place, Chicago, Illinois

Send me FREE Prospectus describing the Following Study Courses—

I am interested in those checked

☐ Synthetic Bible Study ☐ Bible Doctrines—a unique course for teaching 15 fundamentals about 25 sets required

☐ Practical Christian Work ☐ Methodist Social Work and Christian work ☐ Evangelism ☐ How to conduct Prayer Meetings ☐ Normal Course—2 to 4 months

☐ Bible Chapter Summary—one correct sentence required

☐ Fundamentals of Christian Faith—three courses required

☐ World Wide Missions—eight sessions, twenty lessons

☐ Bible Correct Expression—Bible Doctrines—Bible Facts

☐ Evangelistic Correspondence Course for Christian Leadership—to help the unsaved

☐ Theological Correspondence Course for Ministers and Advanced Christians—2 to 4 years

Name .....

Address .....

TYPICAL OF THE OLD SERIES. THE ORIGINAL WAS TWO COLUMNS

RHETORIC: Provocative appeal, using question theme in dignified style.

ART: Simple layout; reverse plate head.

FACTS AND FIGURES

Product: Correspondence Course

Space: 2 to 5 Inches

Media: List of General and Religious Magazines

Inquiries: Increased as Much as Six to One from Old-style Copy

Author: Letitia Chaffee, Vanderhoof & Co.

CASE 4 F

Picture Cuts Memory Course Sales Cost from $2.25 to $1

Advertising, Here, Offers Some of Its Own "Before and After" Medicine

FOR many months longer than the average "publicity" advertiser could have stood the strain, the Independent Corporation had been repeating a single piece of copy for its "memory course" in general magazines. Day after day, week after week, the orders poured in, quite as if the ad-sign had offered free $5 bills.

A word here of the copy construction might be interesting. The space was full page. It consisted of headline and 8 point type set solid in three columns from margin to margin. No mention was made of the product until the reader had finally arrived at the seventeenth paragraph, which was third from the end. Instead, interest was concentrated on a most interesting first person, narrative account of the joys (and financial profits) of a good memory. "Folks won't read so much type," the "publicity" copywriter would have said. But they did!

Until an ocean of sales had poured under the copy bridge. Then, one day, the postman's burden began to lighten.

"Our offer is as good as ever," reasoned the advertising agency. "Is it possible that every American with a faulty memory has bought our course? Or, perhaps, has our sign been out so many months that the magazine skimming multitudes no longer see it?"

To settle the question, they decided to do a little waggling of their sign under the noses of their nearsighted circulation. The new attention soliciting factor was a photograph. The photograph of a man's head, blindfolded. A photograph engraved as a circular spot, about 3 inches in diameter.

The page probably would have been far more artistic had 9 or 10 square inches of copy been omitted to give what art directors term proper "breathing space." But these keyed return students who were the advertising agency, knew that the *copy* SOLD the course, that the

picture was solely to gain *ATTENTION*. So they deliberately set half that solid page in 6 point type, to make room for the picture!

Was the "memory" market saturated? Was a more general appeal necessary to round up a new group of customers?

That same old advertisement with the same old headline, in the same old media, set no longer 8 point solid, but now half in 6 point solid, pulled the unit sales cost down from $1.50 and $2.25 to $1!

A Startling Memory Feat That You Can Do

How I learned the secret in one evening. It has helped me every day

TO MAKE ROOM FOR THE PICTURE, HALF THE 8 POINT COPY WAS REDUCED TO 6 POINT

* * *

ECONOMICS: Large percentage of the masses materially ambitious.

MERCHANDISING: New course which trains the memory, with little effort or expense.

PSYCHOLOGY: Financial and social benefits of a sound memory.

RHETORIC: First person narrative. Simple diction. Inductive presentation of "merchandising" point.

ART: Solid page of type. Handlettered headline. Circular photograph in occult balance at optical center.

FACTS AND FIGURES

Product: Memory Course
Price: $5
Space: Full Page
Media: General Magazines
Sales Cost: $1
Author: Ruthrauff & Ryan, Inc.

CASE 5 F

Tabloid Double-Spread Sells 90,000 Books

Little Blue Books' Value Established, They Sell On Strictly Price Appeal

AS it was in the beginning, is now, and ever shall be,—a desirable commodity, advertised as limited in quantity—or available for a limited time, becomes immediately doubly-desirable, for so is the human animal made.

The Haldeman-Julius Little Blue Books . . . selections from the classics . . . essays and stories on a wide variety of subjects . . . are more or less familiar to people throughout the country.

These books have a definite reputation as "highbrow." The list of titles contains a preponderance of selections from the classics, ancient and modern. So that the reader reaction, from buyers of tabloid newspapers, was particularly interesting. It was, in this instance, *illuminating.*

Mr. Haldeman-Julius (as he explains in a column of editorial matter under his photograph at the left-hand side of this double-spread) has decided to give up his five-cent series, and is desirous of disposing of them immediately to make room in his warehouses for new merchandise.

In two headline sentences, "These Books are Disappearing Fast. I pay the postage—5c. is all you pay" he makes his main selling argument. A short paragraph of copy (right above), on the "Buy now, it will be too late tomorrow" theme, an editorial explaining the situation in greater detail at the left of the ad, a listing of the books under subjects covered, numbering of each title to make for greater ease in ordering, and the coupon, complete the ad.

Mr. Haldeman-Julius's own comment on the class of medium used is illuminating.

"Our page and double-page advertisements in this newspaper have helped us sell substantial quantities of our Little Blue Books. *We went into tabloids rather reluctantly, because it had been our policy to advertise our literature in the standard newspapers and*

magazines, but the results obtained from our mail order copy soon convinced us that tabloid newspapers present a lively and responsive field for the exploitation of good reading. As you know, each advertisement that we ran was keyed. We knew to the dollar just how much business each insertion brought. I can say flatly that we have never suffered a single loss, even in the summer months, and that we have always, without a single exception, registered a substantial profit.

These books are
I pay the postage—
disappearing fast!
5c each is all you pay
5c each
(postage prepaid)
I AM rapidly emptying my warehouse shelves, making room for a new series of larger, and more beautiful books at a higher price. Little Blue Books will not be reprinted. Buy now, while the selection is still complete. Orders will be filled as received and shipped at once.
Ghosts
Mystery
Skepticism
Jokes
Romance
Health
Evolution
Entertainment
Nerves
Detective
Marriage
Women
You Have No Time to Lose!
Best Sellers
Passion
It's easy to order this way
Famous Lovers
Self-Improvement
Use This Last Chance Blank Without Delay! This Sale Ends The Little Blue Books.
Love
Boston English
Murder
Adventure
Sex Hygiene
3,500,000 Books
still to be sold to make room for the new series!
Now is the time to get your last supply of Little Blue Books. They will not be reprinted. Send only 5c per book—we pay the postage.
HALDEMAN-JULIUS PUBLICATIONS
GIRARD, KANSAS

"TABLOID READERS ARE EMOTIONAL AND VOLATILE—BUT THEY ARE NOT FOOLS. . . . "

As a publisher of so-called high-brow literature, I want to state categorically that the young people reading tabloid papers are alert, are anxious for self-improvement, and that they are never hesitant when presented with an opportunity to develop their minds with the best scientific thought, the finest fiction, and the story of great ideas and lives. It will interest you to know that these readers were purchasing 'The Story of Philosophy' in five-cent editions many months before the so-called intellectuals had even heard of the five-dollar edition.

"Here is an enormous audience of growing, groping minds. It strikes me, as a publisher, that it is a better policy to work along with

these youngsters (for most of them are young) than to climb on a pedestal and look down upon them as unworthy of serious help towards obtaining an understanding of the better things of cultural life. I hope that this comment of mine will not only register with other publishers and their authors, but with the editors themselves. Such readers are emotional and volatile, but they are not fools.

"We are willing, as a usual policy, to spend two and one-half cents in advertising to sell a five-cent book. Mass production makes this possible. But I am delighted to be able to state positively that it cost us only a trifle over a cent to sell our books to these readers."

Ninety thousand books were sold from the tabloid double spread reproduced herewith.

* * *

ECONOMICS: Classics known to all. Usually too costly and too intimidating in size.

MERCHANDISING: Educational works in readable size at reasonable price.

PSYCHOLOGY: Easy culture.

RHETORIC: Descriptive.

ART: Solid tabulations of type.

FACTS AND FIGURES

Product: "Little Blue Books"
Price: 5 Cents
Space: Double Spread
Medium: N. Y. Evening Graphic
Cost: $920
Sales: 90,000
Author: Haldeman-Julius Publications

CASE 6 F

Biography Gets 2,000 Coupons from Ad

"Coupon" Ads Need Not Be Ugly

ANNA PAVLOVA was on her farewell tour. She had 300 copies of her biography that had been printed abroad. They were sumptuous volumes—cost $25 each.

Retail distribution was discarded as being too expensive for only 300 books. At the same time, the $25 price prohibited the books being sold direct from an advertisement.

So the double page advertisement (back to back) concentrated upon offering a completely descriptive prospectus.

From 50,000 circulation, the first advertisement brought 2,000 inquiries. No coupon was used.

50,000 CIRCULATION PRODUCED 2,000 INQUIRIES

ECONOMICS: General interest in Pavlova due to her farewell tour.

MERCHANDISING: Her only authentic story.

PSYCHOLOGY: Curiosity.

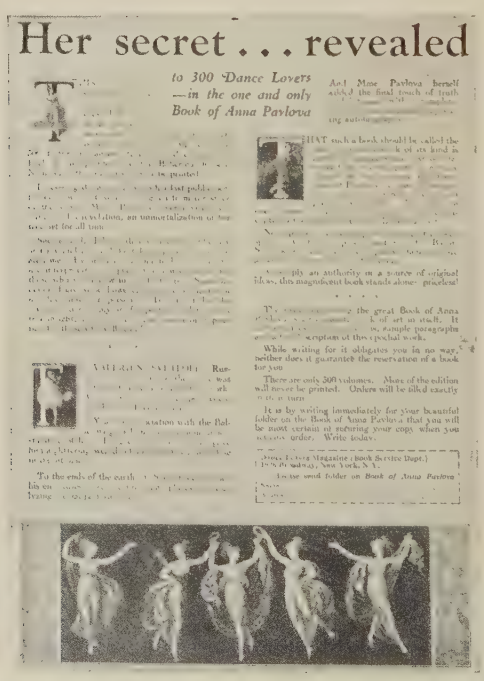
RHETORIC: Exposition, developing into description and concluding with exposition.

ART: Full page illustration giving richness necessary to sell $25 book. Small reproductions of pages from book serving as initial letters for copy.

FACTS AND FIGURES

Product: Book of Pavlova
Price: $25
Space: 2 Pages
Medium: The Dance
Circulation: 50,000

Cost: $400
Inquiries: 2,000
Author: Advertising Service Bureau, Macfadden Publications Inc.


Her secret . . . revealed

to 300 Dance Lovers —in the one and only Book of Anna Pavlova

THIS IS THE REVERSE SIDE OF THE PAGE PICTURED OPPOSITE

CASE 7 F

$5.00 Book Pulls Inquiries at 32 Cents

A Story for the Man Who Insists That Mail Order Ads Must Look Like Mail Order Ads

DINNER was over and she had fastened an apron around his masculine waist preparatory to having him dry the dishes as she washed them.

"John, dear," she began after a troubled pause, "you'll have to give me the rent money when you get paid tomorrow. It's two weeks overdue now and Mr. O'Reilley said last month . . ."

"Money, money," he broke in, irritably. "Always you're asking for money. I thought we'd be on easy street when I landed that last raise, but it seems to go out just as fast."

His wife's eyes flashed in resentment, then smoldered with the glow of a new and wonderful idea.

"Don't you think it about time that we had a little place of our own?" she murmured. "A house where . . ."

"Oh, there you go again with that silly rot about a rose-covered cottage. You sentimental women! You should have to feed the furnace and mow the lawns and make the repairs!"

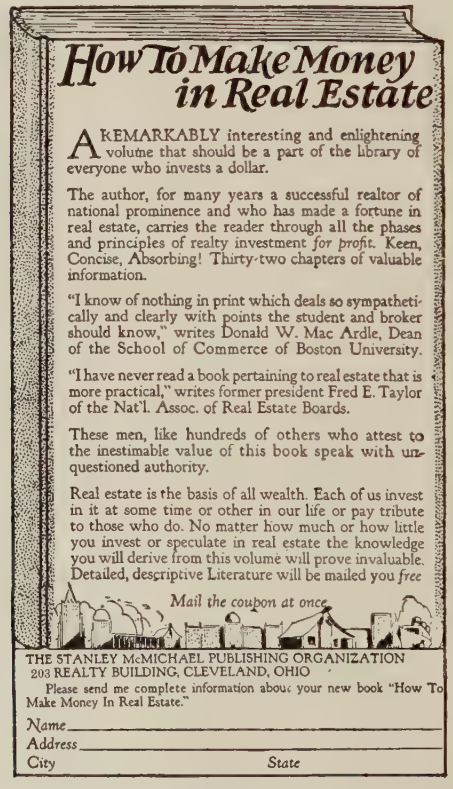
"But, John," she insisted, pursuing the thought that had just come to her, "instead of giving away rent, you'll be buying your own land. And if you picked the place wisely as I know you could, why, in a few years it might be worth twice or three times as much as you paid for it. You know that you, yourself, have often said no one ever made a fortune working for a salary. How did most of the rich folks in town get their start? By investing in real estate. By beginning with their own home, their own piece of land."

Yes, they bought the rose-covered cottage.

A well-known promoter of home-site real estate subdivisions recently remarked: "There is something in most women that instinctively desires a home on a personally owned piece of land. The husbands are harder to crack because, usually, they're not so sentimental, but

as soon as I spring the money-in-real-estate story on them, I get a more interested ear."

The truth is, for every woman who plans her home in terms of chintz draperies in the sun parlor and pink enamel rabbits in the nursery, there is usually a man who sits down night after night with pencil and paper figuring appraisal records and future real estate values.



How To Make Money in Real Estate

A REMARKABLY interesting and enlightening volume that should be a part of the library of everyone who invests a dollar.

The author, for many years a successful realtor of national prominence and who has made a fortune in real estate, carries the reader through all the phases and principles of realty investment *for profit*. Keen, Concise, Absorbing! Thirty-two chapters of valuable information.

"I know of nothing in print which deals so sympathetically and clearly with points the student and broker should know," writes Donald W. Mac Ardle, Dean of the School of Commerce of Boston University.

"I have never read a book pertaining to real estate that is more practical," writes former president Fred E. Taylor of the Nat'l. Assoc. of Real Estate Boards.

These men, like hundreds of others who attest to the inestimable value of this book speak with unquestioned authority.

Real estate is the basis of all wealth. Each of us invest in it at some time or other in our life or pay tribute to those who do. No matter how much or how little you invest or speculate in real estate the knowledge you will derive from this volume will prove invaluable. Detailed, descriptive Literature will be mailed you *free*

Mail the coupon at once

THE STANLEY McMICHAEL PUBLISHING ORGANIZATION
203 REALTY BUILDING, CLEVELAND, OHIO

Please send me complete information about your new book "How To Make Money In Real Estate."

*Name*_____

*Address*_____

City *State*

$56 SPACE RETURNED 175 INQUIRIES AND SOLD $280 BOOKS ON THE FIRST FOLLOW-UP

It was just this man that the Stanley McMichael Publishing Organization of Cleveland, Ohio, looked upon as a red hot prospect for their volume: "How To Make Money In Real Estate."

This book contains a complete outline of real estate factors, terminology and advice. It sells for $5.

In 56 line space, the copywriter offered his wares. The title of the book was looked upon as being equally valuable as the title for the advertisement. No attempt was made to give a chapter-by-chapter description of the contents. Instead, the copy spoke only in terms of *money* and *profit*. And to lend conviction to these generalizations, two authoritative testimonials were quoted.

Written in an admirably modified rhetoric, set in layout and typography of dignity, the results of this trial insertion attested to the desire of home builders to learn "how to make money in real estate."

Appearing in the September and October issues of a home builders' magazine, immediate inquiries totaled 175. And within a few weeks, 56 of these inquiries had purchased the $5 volume. It is expected to close many more final sales with a further follow-up to the same inquiry list.

* * *

ECONOMICS: Home builders interested in making money on their land.

MERCHANDISING: Learn the real estate business.

PSYCHOLOGY: Make money.

RHETORIC: Expository (not descriptive); restrained.

ART: Dignified; clean typography set within border of book outline.

FACTS AND FIGURES

Product: Book on Real Estate
Price: $5
Space: 56 Lines (2 months)
Medium: Your Home
Circulation: 50,000
Cost: $56
Inquiries: 175
Sales: 56 (on first follow-up)
Author: Harm White Co.

CASE 8 F

Smaller Book Units Increase Returns 63 Percent

An Epitaph for the Advertiser Who Refuses to Consider Less Than Full Page Space

AN old Chinese journal reports that in 1725, the Emperor Yontchin made a census of old women. In the province of Canton alone, he discovered 98,222 women over seventy, 40,893 beyond eighty, and 3,453 who had passed the century mark.

Contrast these figures with the present day estimate that nearly 1,000,000 persons in the United States, alone, die every year of preventable diseases!

Continue the contrast!

The ancient Chinese custom was to pay the doctor to keep his patient *well.* As soon as Hong Low developed galloping dandruff, the doctor's fees ceased until Hong Low was cured!

Modern civilization, on the other hand, dances blindly and merrily to the most convenient fiddle. Then, when the shoes wear out and the knees collapse, comes a hurry call for an ambulance. Not until he is forced to consider modern cemetery quotations does our Occidental sophisticate begin to take care of himself.

Custom is a curious thing. It is as rigid and confining as the architects designed Sing Sing to be. We are tempted to pity the peasant family that prides itself upon having worked the village smithy, or cobbler shop, or stone mason's yard, from the days of the Conqueror.

Yet, we, ourselves, are hidebound on every hand by this same inertia. We still murder our criminals, acknowledge Adam and act as our own doctors—until we've gummed the works.

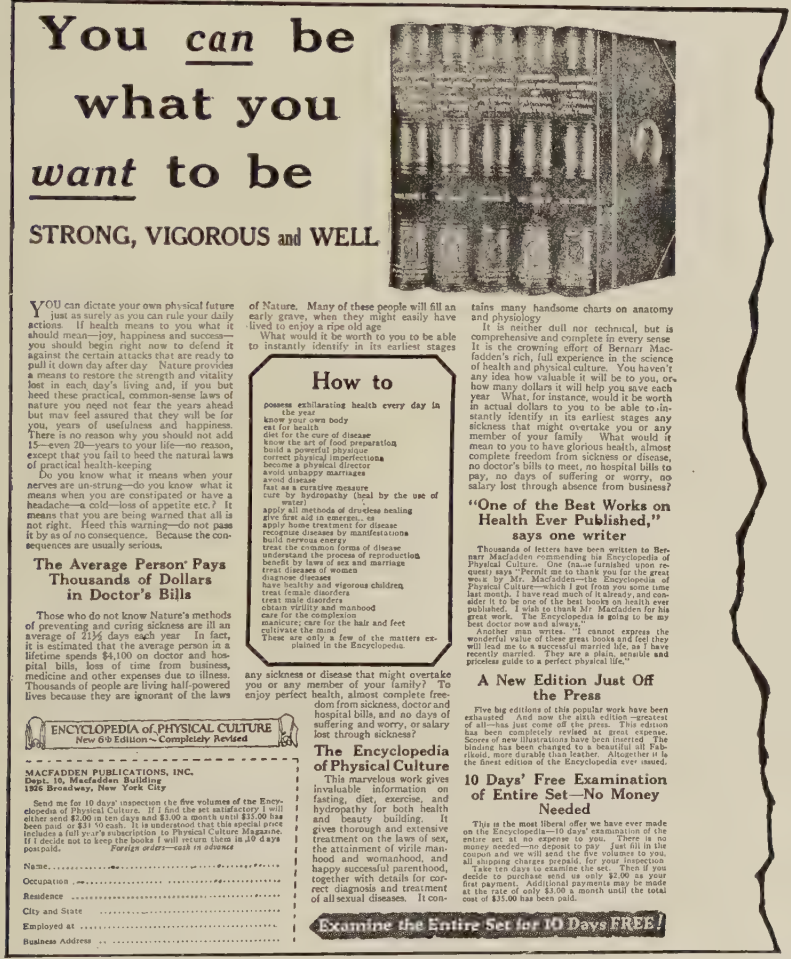
Yet, gentlemen such as Martin Luther, Christopher Columbus and Siegmund Freud, have proved that custom is not wholly unassailable.

Just such optimistic reminiscences prompted the writing of the Encyclopedia of Physical Culture.

Here was a set of 5 large, generously illustrated volumes. In simple, understandable English, they told the essential things about our

bodies that every man, woman and child expecting to live as long as the Emperor Yontchin's subjects, should know.

They were intended for the place of honor in every man's home; to give him the knowledge and understanding of himself that would


You can be what you want to be
STRONG, VIGOROUS and WELL
YOU can dictate your own physical future just as surely as you can rule your daily actions If health means to you what it should mean—joy, happiness and success—you should begin right now to defend it against the certain attacks that are ready to pull it down day after day Nature provides a means to restore the strength and vitality lost in each day's living and, if you but heed these practical, common-sense laws of nature you need not fear the years ahead but may feel assured that they will be for you, years of usefulness and happiness. There is no reason why you should not add 15—even 20—years to your life—no reason, except that you fail to heed the natural laws of practical health-keeping
Do you know what it means when your nerves are un-strung—do you know what it means when you are constipated or have a headache—a cold—loss of appetite etc.? It means that you are being warned that all is not right. Heed this warning—do not pass it by as of no consequence. Because the consequences are usually serious.
The Average Person Pays Thousands of Dollars in Doctor's Bills
Those who do not know Nature's methods of preventing and curing sickness are ill an average of 21½ days each year In fact, it is estimated that the average person in a lifetime spends $4,100 on doctor and hospital bills, loss of time from business, medicine and other expenses due to illness. Thousands of people are living half-powered lives because they are ignorant of the laws of Nature. Many of these people will fill an early grave, when they might easily have lived to enjoy a ripe old age
What would it be worth to you to be able to instantly identify in its earliest stages any sickness or disease that might overtake you or any member of your family? To enjoy perfect health, almost complete freedom from sickness, doctor and hospital bills, and no days of suffering and worry, or salary lost through sickness?
How to
possess exhilarating health every day in the year
know your own body
eat for health
diet for the cure of disease
know the art of food preparation
build a powerful physique
correct physical imperfections
become a physical director
avoid unhappy marriages
avoid disease
fast as a curative measure
cure by hydropathy (heal by the use of water)
apply all methods of drugless healing
give first aid in emergencies
apply home treatment for disease
recognize diseases by manifestations
build nervous energy
treat the common forms of disease
understand the process of reproduction
benefit by laws of sex and marriage
treat diseases of women
diagnose diseases
have healthy and vigorous children
treat female disorders
treat male disorders
obtain virility and manhood
care for the complexion
manicure; care for the hair and feet
cultivate the form
These are only a few of the matters explained in the Encyclopedia.
The Encyclopedia of Physical Culture
This marvelous work gives invaluable information on fasting, diet, exercise, and hydropathy for both health and beauty building. It gives thorough and extensive treatment on the laws of sex, the attainment of virile manhood and womanhood, and happy successful parenthood, together with details for correct diagnosis and treatment of all sexual diseases. It contains many handsome charts on anatomy and physiology
It is neither dull nor technical, but is comprehensive and complete in every sense It is the crowning effort of Bernarr Macfadden's rich, full experience in the science of health and physical culture. You haven't any idea how valuable it will be to you, or how many dollars it will help you save each year What, for instance, would it be worth in actual dollars to you to be able to instantly identify in its earliest stages any sickness that might overtake you or any member of your family What would it mean to you to have glorious health, almost complete freedom from sickness or disease, no doctor's bills to meet, no hospital bills to pay, no days of suffering or worry, no salary lost through absence from business?
"One of the Best Works on Health Ever Published," says one writer
Thousands of letters have been written to Bernarr Macfadden recommending his Encyclopedia of Physical Culture. One (name furnished upon request) says "Permit me to thank you for the great work by Mr. Macfadden—the Encyclopedia of Physical Culture—which I got from you some time last month. I have read much of it already, and consider it to be one of the best books on health ever published. I wish to thank Mr Macfadden for his great work. The Encyclopedia is going to be my best doctor now and always."
Another man writes. "I cannot express the wonderful value of these great books and feel they will lead me to a successful married life, as I have recently married. They are a plain, sensible and priceless guide to a perfect physical life."
A New Edition Just Off the Press
Five big editions of this popular work have been exhausted And now the sixth edition—greatest of all—has just come off the press. This edition has been completely revised at great expense. Scores of new illustrations have been inserted The binding has been changed to a beautiful all Fabrikoid, more durable than leather. Altogether it is the finest edition of the Encyclopedia ever issued.
10 Days' Free Examination of Entire Set—No Money Needed
This is the most liberal offer we have ever made on the Encyclopedia—10 days' examination of the entire set at no expense to you. There is no money needed—no deposit to pay Just fill in the coupon and we will send the five volumes to you, all shipping charges prepaid, for your inspection
Take ten days to examine the set. Then if you decide to purchase send us only $2.00 as your first payment. Additional payments may be made at the rate of only $3.00 a month until the total cost of $35.00 has been paid.
Examine the Entire Set for 10 Days FREE!
ENCYCLOPEDIA of PHYSICAL CULTURE
New 6th Edition—Completely Revised
MACFADDEN PUBLICATIONS, INC.
Dept. 10, Macfadden Building
1926 Broadway, New York City
Send me for 10 days' inspection the five volumes of the Encyclopedia of Physical Culture. If I find the set satisfactory I will either send $2.00 in ten days and $3.00 a month until $35.00 has been paid; or $31 50 cash. It is understood that this special price includes a full year's subscription to Physical Culture Magazine. If I decide not to keep the books I will return them in 10 days postpaid. Foreign orders—cash in advance
Name
Occupation
Residence
City and State
Employed at
Business Address

ONE OF THE TWO PAGES THAT TOTALED 268 INQUIRIES MONTHLY

prevent, in most cases, his ever needing emergency treatment; to remove the grave from under his one foot and the banana peel from under the other.

In a phrase, the Encyclopedia of Physical Culture aimed to intro-

duce the wisdom of China to the sophistication of America. What a gesture of optimism by the author!

It meant smashing custom. But, hoped the promoters, custom could be smashed providing the hammer was sufficiently heavy, the blows sufficiently strong, and the repetition sufficiently frequent.

Make This Decision Today!

I WILL
have better health and longer life—

I WILL NOT
go on day after day permitting my health to take care of itself—

I WILL
delay no longer—

BERNARR MACFADDEN, the father of the Physical Culture idea, is ready to meet you daily in your home—in your own room—and discuss with you the hundreds of important matters that affect your health and physical up-building. He will disclose to you the priceless information that he has stored up within him on the subjects of which he is the acknowledged master. Mr Macfadden will answer directly all of the many questions that you are continually in doubt upon—he will counsel you—advise and recommend the proper course to pursue whether yours be a case of health-building or health-keeping.

If you are sincere in your desire to improve your health and to fit yourself to enjoy to the fullest extent your complete physical vigor which leads to happiness and success—and a life prolonged for a decade or even more—then make your decision today.

WITHOUT health you are only half-alive—you can not enjoy your natural share of happiness. With health you at once become master of your future, with a daily zest for living

If today you are not strong and vigorous—if you are missing those things that make life so much worth while—this is the time to start yourself on the road to that physical condition of health that means years ahead of living to the utmost. If you today are sound and robust you should guard against the inevitable toll that time takes. You can not depend upon your past record of health or a naturally strong constitution to ward off forever the dangers of the years ahead.

Do You Know

That from maturity to old age the breaking down and wearing out of vital organs is constantly in process? Do you know that the victim fails to recognize the signs of warning which nature is continually issuing? He does this because there is no pain or distinctly recognizable symptoms and, often times, until face to face with a dangerous disease and grave consequences, no steps are taken to correct what was at one time a simple ailment which would readily respond to the treatment that nature herself has provided This is the tragedy that is happening each day And that is why 800,000 people will die this year from preventable disease—and all might have lived

There is a way to safeguard health when you have it—a way to regain health and vigor when you have lost it. For the causes of degenerative changes are preventable when discovered in time. In fact you can dictate your own health as you dictate your own daily actions. Bernarr Macfadden, the world's outstanding exponent of physical culture, has, perhaps, had more experience than any other one person in guiding thousands from physical weakness and ill-health back to wonderful health and vigor Out of his great knowledge and experience he has built

The Encyclopedia of Physical Culture

This marvelous work gives invaluable information on fasting, diet, exercise, and hydropathy for both health and beauty building. It gives thorough and extensive treatment on the laws of sex, the attainment of virile manhood and womanhood, and happy, successful parenthood, together with details for correct diagnosis and treatment of all sexual diseases. It contains many handsome charts on anatomy and physiology

It is neither dull nor technical, but is comprehensive and complete in every sense. It is the crowning effort of Bernarr Macfadden's rich, full experience in the science of health and physical culture. You haven't any idea how valuable it will be to you, or how many dollars it will help you save each year. What for instance, would it be worth in actual dollars to you to be able to instantly identify in its earliest stages any sickness that might overtake you or any member of your family? What would it mean to you to have glorious health, almost complete freedom from sickness or disease, no doctor's bills to meet, no hospital bills to pay no days of suffering or worry, no salary lost through absence from business?

Five massive volumes
More than 3000 pages
Over 1300 illustrations
(dozens in full color)
Beautiful Fabrikoid binding
(More durable than leather)

10 Days' Free Examination of Entire Set—Send No Money

This is the most liberal offer we have ever made on the Encyclopedia—10 days' examination of the entire set at no expense to you. There is no money needed—no deposit to pay. Just fill in the coupon and we will send the five volumes to you, all shipping charges prepaid, for your inspection.

Use ten days to examine the set. Then if you decide to purchase, send us only $2.00 as your first payment. Additional payments may be made at the rate of only $3.00 a month until the total cost of $31.00 has been paid.

If you care to pay cash you may do so by sending us only $31.50. This represents a 10% discount.

If you purchase the set we will include with it a full year's subscription to PHYSICAL CULTURE whether the cash or the deferred payment plan is chosen. If already a subscriber your subscription will be extended a year

Remember, no money now, and no obligation to purchase. You simply agree to return the books at the end of ten days in case you decide not to keep them.

Macfadden Publications, Inc.
PC-10, 1926 Broadway, New York

How to—

possess exhilarating health every day in the year
know your own body
eat for health
diet for the cure of disease
know the art of food preparation
build a powerful physique
correct physical imperfections
become a physical director
avoid unhappy marriages
be graceful
fast as a curative measure
cure by hydropathy (heal by the use of water)
apply all methods of drugless healing
give first aid in emergencies
apply home treatment for disease
recognize diseases by manifestations
build nervous energy
treat the common forms of disease
understand the process of reproduction
benefit by laws of sex and marriage
treat diseases of women
Know personal hygiene
have healthy and vigorous children
treat female disorders
treat male disorders
obtain virility and manhood
care for the complexion
manicure, care for the hair and feet
cultivate the mind

These are only a few of the matters explained in the Encyclopedia.

A New Edition—Just Off the Press

Five big editions of this popular work have been exhausted. And now the sixth edition—greatest of all—has just come off the press. This edition has been completely revised at great expense. Scores of new illustrations have been inserted. The binding has been changed to a beautiful all Fabrikoid, more durable than leather Altogether it is the finest edition of the Encyclopedia ever issued.

Decide Now—Mail Coupon TODAY

MACFADDEN PUBLICATIONS, INC.
P. C.-10, Macfadden Building
1926 Broadway, New York City.

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Foreign orders—cash in advance

Name.....

Occupation.....

Residence.....

Employed at.....

Business Address.....

THE SECOND OF THE TWO ORIGINAL PAGES

They made the hammer heavy enough. Two full pages were inserted each month in health publications; one page in the front advertising section, the other, in the rear.

"I Started to Live as A Human Being Should"
George F. Buttner is athletic captain of the Jersey Harrier A. C. of Bayonne, N. J. He tells us a story that you should hear—"Twelve years ago I was in poor health and underweight. I had no endurance—suffered from headaches, could not get enough sleep, always constipated and hungry. One day while at a friend's house I became interested in the Encyclopedia of Physical Culture. From that day on I started to live as a human being should live. I got the set of books. I found out the cause of my headaches and lack of endurance. I joined an athletic club, took up boxing and increased my weight 15 pounds and was able to run 12 miles without fatigue. In six months my improvement was so great I was asked by Lawson Robertson (then coach of famous Irish American A.) to join his club. Later I won the Jersey Cross Country running championship and also the one mile championship. I am working 14 hours a day in my grocery but My health and the health of my w daughter is as good as it possibly can at any time anything occurs which that there is anything wrong we or Encyclopedia, find out the cause a it without delay."
(Doesn't a statement such as this think? What Mr. Buttner did to re and then maintain it is possible for first advertisement in the front of wonderful set of books la describe how you can examine them for advertisement and spend ten minutes you most valuable ten minutes you
"Terrific Backaches and Headaches Became a Daily Occurrence—"
Out in the Morning For a Snowbath
"There was no time to send for a doctor—"
You see here Mrs. Orvis C. Wells and her three children of Murray, Ky.—she recently wrote the following:—
"Our sister was attending school and one day she had a severe attack of acute indigestion. There was not time to send for a doctor. She was suffering and might have died shortly but we not at hand the Encyclopedia of Physical Culture. We took down the indexed volume, turned to the V's and looked for the word vomit—found it and soon learned how to produce vomiting. It worked and our patient was well in a short time."
Mrs. Wells says the Encyclopedia is the basis of her family's life. From it she feeds them, clothes them and regulates their daily life. She ends her letter this way—
"No one will go wrong to follow the instructions given in the Encyclopedia. God should be praised for molding such a man, endowed with strength and courage, as the author of the Encyclopedia of Physical Culture."
"I Struggled On Until Two Years Ago—"
Rev. Herman M. Alley, 3338 Hecla Avenue, Detroit, Michigan, tells you something important when he writes:
"I had made a slow—almost losing—fight for health. Often the victim of disease—my case seemed hopeless. I struggled on until two years ago when my wife and I realized that we owed it to each other to take care of ourselves physically.
"We purchased the Encyclopedia of Physical Culture. Since then it has had a place in our lives. Its teachings on clean living were followed—its clearly illustrated exercises were used, under the directions a proper diet was adopted. Then came a sparkle to the eye, glowing color to the cheeks—strength and elasticity to the muscles—all unknown before. I found information that every young husband should know. This important subject is treated in a plain—practical "straight from the shoulder" manner.
This valuable set of books has been a great benefit to me as a minister of the gospel. As shall use my Bible to guide spiritual wrecks into the haven of God's salvation so shall I these great books of health to point physical wrecks into the pathway of over-flowing, abundant life and health. And who will say this too, is not a Christian work?
Money invested in the Encyclopedia of Physical Culture is money well spent—spent in reading is wisely used."
Can you afford to be without such a boon as are these books Dr. Alley tells about? They are easy to see and easy to own.
First, turn to the first advertisement in the front of this issue and learn about them.
"I Hold the Secret of Health"
"I Was A Strong Boy"
Driven from state to state, from climate to climate
business lost, family broken up—
Mr. J. Joe St. Davis, Ortonia, Florida, and his family
"I well remember how the neighbors whispered around that they thought I was a goner." Through the darkness of ignorance I lost my wife, the presence of my children, the sacred blessings of a home and every thing that seemed worth while. Through the habit obtained through the habit of Physical Culture I have gained peace, joy, health, love and happiness for myself and family. It cost and will never cease to be grateful to my friend and pal, who first interested me in the Encyclopedia."
(What started Mr. Davis on his road to health and happiness was the reading of an ad like the ad over in this issue. Spend ten minutes as you can spare it—probably as valuable a ten minutes as you ever spent.)

WHAT THEY DID WITH THE OTHER PAGE

They made the blows strong enough. The copy was specific, sensational, irrefutable in logic.

You can add 15 years to your life!

At least 60% of physical and mental misery is preventable and curable. In fact the life of the average person would be prolonged 15 years if people knew how to rule their health as they do their actions.

ENCYCLOPEDIA of PHYSICAL CULTURE
New 6th Edition ~ Completely Revised

FROM maturity to old age the breaking down or wearing out of vital organs is in process. But because there is no pain or noticeable symptoms the victim ignores the little signals of warning which nature is constantly issuing until face to face with a dangerous disease.

When one is easily exhausted, even with a moderate amount of work—or suffers from headache, loss of appetite, a cold in the head or on the chest, a dull ache across the back, spots before the eyes, ringing in the ears, these are all signals, the neglect of which may lead to serious—perhaps fatal—illness.

Yet the cause of degenerative changes are preventable if taken in time. In fact, you can rule your health as surely as you rule your actions. Bernarr Macfadden, the world's outstanding exponent of physical culture, has, perhaps, had more experience than any other one person in guiding thousands from physical weakness and ill health back to wonderful health and vigor. Out of this great experience he has built

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"One of the Best Works on Health Ever Published," says one writer

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Take ten days to examine the set. Then if you decide to purchase send us only $2.00 as your first payment. Additional payments may be made at the rate of only $3.00 a month until the total cost of $35.00 has been paid.

If you care to [illegible] only $31.50 [illegible] each year. What [illegible] actual dollars to you [illegible] in its earliest stages [illegible] take you or any member of your family years? What would it mean to you to have [illegible] most complete freedom from sickness or disease—no doctor's bills to meet, no hospital bills to pay, no days of suffering or worry, no salary lost through absence from business?

Remember, we send no [illegible] to return the books at the end of ten days in case you decide not to keep them.

A Complete Education in Physical Culture

THIS set of five volumes contains a complete education on Physical Culture and Natural Curative Methods—the equivalent of twenty comprehensive books on the following phases of health and vitality building:

(1) A complete work on Anatomy fully illustrated
(2) A Physiology in plain language, and embracing many illustrations.
(3) A reliable and comprehensive handbook on Diet.
(4) A complete Cook Book
(5) A book on Exercise in its Relation to Health.
(6) A handbook on Gymnastics, with full instructions on drills and apparatus work of every sort, with hundreds of illustrations.
(7) A book illustrating and describing exercises of Indoor and Outdoor Sports and Games—complete courses in Boxing, Wrestling, etc.
(8) Handsome colored charts and instructions for Developing a Powerful Physique.
(9) A complete handbook on Beauty-Culture.
(10) The most complete and extensive work on Fasting ever published.
(11) A comprehensive work on Hydrotherapy, including water treatments of every variety.
(12) A book on Mechanical Therapeutics giving full details and scores of pages of illustrations of physcultopathic treatments.
(13) A thorough work on First Aid with drugless methods.
(14) A [illegible] fully illustrated work on Diagnosis, giving plainly written instructions for detecting diseases of every sort, and finding their cause.
(15) A comprehensive illustrated book on Home Treatment for All Diseases, alphabetically arranged and written in plain language.
(16) An Anatomy of the Sexual Organs.
(17) Sexual Weakness and Disease, their Cause and Cure.
(18) Rules for Happy Marriage and Parenthood.
(19) A complete work on Childbirth—how to make it safe and comfortable.
(20) A practical work on the Training of Children.

MACFADDEN PUBLICATIONS, INC.
Dept. 2, Macfadden Building
1926 Broadway, New York City.

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Foreign orders—cash in advance

Name.....
Occupation.....
Residence.....
Employed at.....
Business Address.....

MACFADDEN PUBLICATIONS, INC.
Dept. 2, 1926 Broadway, New York

ONE OF THE PAGES WAS LEFT INTACT

Returns amounted to about 268 inquiries a month. Enough to pay for the effort and make a profit besides.

But an ambitious advertising man saw greater possibilities. "You've got the weight of space," he acknowledged, "and the power of argument. But I wonder how many more inquiries you could get, if you'd increase the frequency of repetition?"

"Impossible; the advertising appropriation cannot be stretched," rejoined the promoters.

"If I could do it with the same money?" persisted the ad man, and he winked his eye like a wise old owl!

"Why, how . . . well, go ahead and play with it," they shrugged.

He did. One of the full pages he left intact. For the other, he took out his shears. Into 6 separate, small pieces of copy did he clip it. Each was a complete, miniature ad in itself. Each was placed on a different page in the rear advertising section. Each began with a most interesting narrative testimonial and concluded with a reference to the full page in the front advertising section.

Repetition? You couldn't pick up any magazine on the schedule without seeing an advertisement for the Encyclopedia of Physical Culture!

What chance had poor old custom under such battering!

This new plan, using no more space than the old, jumped monthly inquiries from 268 to 425, more than 63 percent!

* * *

ECONOMICS: People normally interested in health, but restrained by inertia from taking disease preventive measures.

MERCHANDISING: These books *prevent* ill health.

PSYCHOLOGY: Long, healthy, happy life possible.

RHETORIC: Exposition in large ad; narrative in small insertions. Each small insertion containing complete sales story in testimonial form.

ART: Photographic illustrations of testimonial writers with each small advertisement.

FACTS AND FIGURES

Product: Encyclopedia of Physical Culture
Cost: $35
Space: 858 Lines
Medium: Physical Culture
Circulation: 300,000
Cost: $1,500
Inquiries: 425

CASE 9 F

Revised Self-Improvement Ad Cuts Inquiry Cost From $1.34 to 18 Cents

In Which "Keep It Simple" Is Reiterated Most Dramatically

"TOOT-toot!" As the last shriek of the factory whistle echoed, Tom and Jack trudged past the still dark windows of the "office" to their machines back in the works.

"Those are the boys who have it soft," grumbled Tom as he jerked his thumb toward the dusky desks. "Still in bed; don't have to get here for two hours, yet."

"Sure," muttered Jack, "that's because they use their heads. If we had any brains, we wouldn't be slaving at these old machines day after day."

Had an Independent Corporation representative been behind them, he would have tiptoed up carefully and thrust a shiny new copy of "The Secret of Mental Power" into their hands.

"You are the kind of men that we can help," he would have announced. "You poor wage slaves need no longer leap to the whistle's summons. This little book will explain the Course that teaches you how to use your heads!

"A few weeks of study about the gnarled gray matter between your ears and you will have a whole new world opened to you. You'll see how simple it is to think clearly—to make yourselves worthy of an easier, more remunerative job."

Unfortunately, the Independent Corporation representative could not have overheard Tom and Jack. Else the lengthy conversation that he penned in his snug little office on Broadway would have brought inquiries at less than $1.34 each—and sales reaching more than $742.

"Be more elementary," chided an associate representative, who obviously was on chummy terms with Tom and Jack. "Don't frighten them with a complicated example of thinking—no matter how simple it seems to you and me.

"Talk to them in A B C's, in the vernacular, if necessary. Talk in familiar terms, Ford, Edison, Morgan. When it comes right down to

This Man's True Story Gives You The Secret of Straight Thinking for Profit

He Gets $45,000 a Year from this Skyscraper —and He Bought It Without Paying a Dolla

By David M. Roth
The Famous Mind and Memory Expert

Name on Request

HE heard that the building was for sale, but that the purchaser must assume a million-dollar mortgage and pay $200,000 cash. That didn't interest him very much for he didn't have $200,000. But he soon learned of a real-estate firm which would be glad to lease the building. He saw possibilities and his brain began to weave the deal.

First he had a contract drawn up to buy the building. But before signing it he went to the real estate firm and offered, as the building's future owner, to lease it to them for $125,000 a year. The firm accepted. Then the young man asked them what assurance he had that they would live up to the terms of the lease. It was good business to ask for security, so he said it was customary for big tenants to be suggested that $200,000 bond money be turned over to him as assurance for the lease. This proved agreeable, and the $200,000 that was then paid enabled him to complete his purchase of the building without investing a dollar of his own.

The amount he received from the lease pays the interest on the mortgage and leaves that young debating young man an income of $45,000 a year.

Learn To "Think" Your Opportunities Into Dollars

When I read the story of this live thinker a sensational exploit in the New York Tower I was riding in a railroad train showed it to the man who shared my seat and said, to see what he would say.

"Why can't every one of us do that kind of thinking for success?"

He laughed and replied,

"Because most of us have two-story ambitions, and one-story brains. Lack of mental power, that's all."

He didn't realize it, but his answer was both foolish and untrue. No man has ever reached even an approximate limit of his mental powers. The thing that holds men and women back from the success they desire is merely the *false belief* that they have reached their mental limits!

If you think that your brain power is limited, get rid of that thought right now, for it is an unresisting enemy that will spoil your chances of big success if you let it.

Get This New Angle On "Brain-Growth"

My well-known course in Memory Training has proved to one million people that they have good memories instead of poor ones. They believed their memories were faulty, because they didn't know *how to use them*. When they found that the belief was false, they discovered that their memories were almost infallible after all!

After I wrote the Memory Course which has since become famous, I realized that only a fraction of my work was done, because I had discovered that every human brain possesses in its birth not only a good reliable memory, but also *good judgment, initiative, logic, will-power, energy, poise, quick decision*, and all the other faculties necessary to the most complete success. So I set out to use the simple "key" method of my memory system to "unlock" the brain-powers and women completely—to get free mental attainments that are necessary to successful, dominating personality.

The result is *The Roth Course in Mental Power*, a simple method that makes vividly clear brain power certain, yet which is so easily absorbed by the mind as water is by a sponge. You will see when you read my new course that I approached the subject of mental training from a new angle. All previous methods started with the wrong idea that the student's mind needed Success-qualities poured in from outside. My method starts with the fact that every man and woman has the forces necessary to success and power; that they only need to rush out in successful, money-making activity the mighty forces that are rocketed.

A bottle of carbonated water looks as lifeless as but just loosen the cork and see how the released gas within will blow its contents in the same way a great unsuspected power lies dormant within which the prevailing idea about mental training will release almost overnight.

Just I succeeded in developing a good memory so I have proved to myself that I can help others.

That is briefly what this course will do for you

Make Your Brain Fill Your Pockets With Dollars

The mind that speeds fast as the crow flies — quick and straight to the right conclusion — will bring its owner to the highest financial success possible. Roth Course in Mental Power opens up this kind of thinking to you by revealing the hidden forces of your brain.

Send The Coupon Now For

The Roth Course in Men... you a reliable dynamo of force, but its new, revolutionary training cannot be described. Send now for the compre... had prepared in "The Secret Profit." Its mission is to show you the true road to the "Release" that you now feel you possess. You do not as yet suspect. Is FREE. Send for it at once and absorb the... ment that makes greater, certain, and astonishing... name and address on the coupon... bring you a free book on brain possibilities!

THE INDEPEND... Dept. R-248, 310 Sixth ... Send free book...

The Indepe... Publishers, ... Dept. R-248, 310 S...

Please send me your... Quick Thinking and... Course in Mental P...

Name.....

Address.....

THE SUCCESS! INQUIRIES AT 18 CENTS. SALES TOTALING $4,452

it, these men are really not so much interested in learning to think, as they are interested in the rewards thinking will bring them. "They are human, like you and me. They want the finer things of life that they see around them. Because they are Americans, they KNOW that such luxuries are attainable to everyone. All we need do is talk about the luxuries that thinking ability will bring them. Such tactics will get inquiries. Let the more generous space limitations of our follow-up sell the Course, itself. Sell the free book, alone first, and see how they respond!"

A few months after the first trial, they saw! The second ad brought inquiries at 18 cents, and produced business amounting to $4,452!

* * *

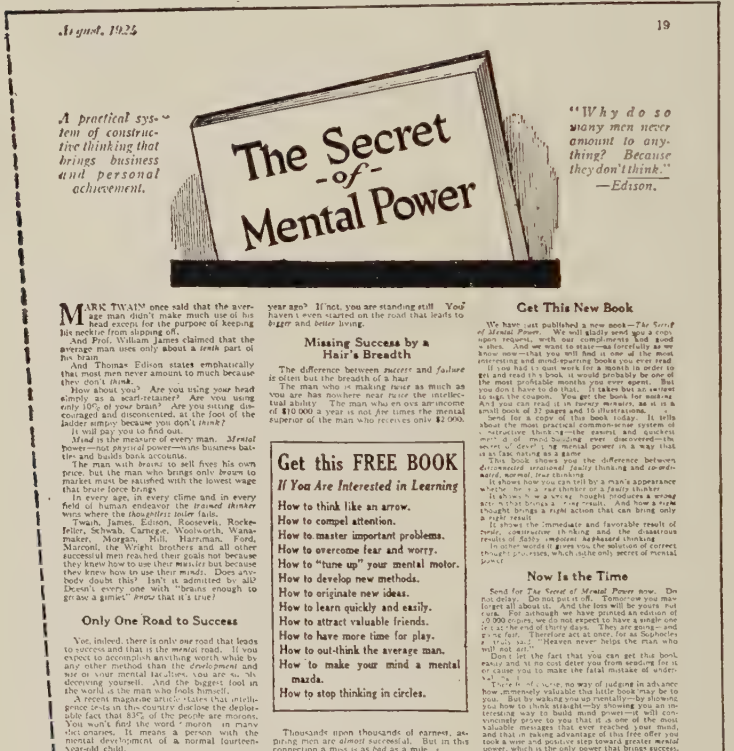
ECONOMICS: Muscle workers envy mental workers for their better pay.

MERCHANDISING: How to be a mental worker.

PSYCHOLOGY: Success, big pay.

RHETORIC: Simple, elementary, lapsing into the vernacular. Expository.

ART: Layout, solid type, featuring free booklet.



August, 1924 19

A practical system of constructive thinking that brings business and personal achievement.

The Secret of Mental Power

"Why do so many men never amount to anything? Because they don't think." —Edison.

MARK TWAIN once said that the average man didn't make much use of his head except for the purpose of keeping his necktie from slipping off.

And Prof. William James claimed that the average man uses only about a *tenth* part of his brain.

And Thomas Edison states emphatically that most men never amount to much because they don't *think*.

How about you? Are you using your head simply as a scarf-retainer? Are you using *only* 10% of your brain? Are you sitting discouraged and discontented, at the foot of the ladder simply because you don't *think*?

It will pay you to find out.

Mind is the measure of every man. *Mental* power—not *physical* power—wins business battles and builds bank accounts.

The man with brains to sell lives his own price, but the man who brings only *brawn* to market must be satisfied with the lowest wage that brute force brings.

In every age, in every clime and in every field of human endeavor the *trained thinker* wins where the *thoughtless toiler* fails.

Twain, James, Edison, Roosevelt, Rockefeller, Schwab, Carnegie, Woolworth, Wanamaker, Morgan, Hill, Hartman, Ford, Marconi, the Wright brothers and all other successful men reached their goals not because they knew how to use their *muscles* but because they knew how to use their *minds*. Does anybody doubt this? Isn't it admitted by all? Doesn't every one with "brains enough to grease a gimlet" *prove* that it's true?

Only One Road to Success

Yes, indeed, there is only one road that leads to success and that is the *mental* road. If you expect to accomplish anything worth while by any other method than the *development* and use of your mental faculties, you are only deceiving yourself. And the biggest fool in the world is the man who fools himself.

A recent magazine article states that intelligence tests in this country disclose the deplorable fact that 83% of the people are morons. You won't find the word "moron" in many dictionaries. It means a person with the mental development of a normal fourteen-year-old child.

Is it any wonder why so few people achieve any considerable success in life, when such an enormous percentage of them are so lacking in mental power? Such people have no more chance in competition with trained minds than a midget has to lick Jack Dempsey.

And isn't it simply absurd, when you stop to think about it, that most people are striving for success and yet they are doing absolutely nothing to strengthen and develop their *minds* which is the *only* part of them with which they can ever hope to win success.

The principal reason that the trained *thinker* gets ahead is because he has so little competition.

The *unthinking* toiler works hard for small pay because almost anyone can do his work.

What are you doing—as the days go by—to develop your mind? Are you more efficient mentally than you were a month ago—or a year ago? If not, you are standing still. You haven't even started on the road that leads to *bigger* and *better* living.

Missing Success by a Hair's Breadth

The difference between *success* and *failure* is often but the breadth of a hair.

The man who is making *twice* as much as you are has nowhere near *twice* the intellectual ability. The man who enjoys an income of $10,000 a year is not *five* times the mental superior of the man who receives only $2,000.

Get this FREE BOOK

If You Are Interested in Learning

How to think like an arrow.
How to compel attention.
How to master important problems.
How to overcome fear and worry.
How to "tune up" your mental motor.
How to develop new methods.
How to originate new ideas.
How to learn quickly and easily.
How to attract valuable friends.
How to have more time for play.
How to out-think the average man.
How to make your mind a mental mazda.
How to stop thinking in circles.

Thousands upon thousands of earnest, aspiring men are *almost* successful. But in this connection a mile is as bad as a mile.

With just a little more *mental* force—with a slightly better trained *mind*—with a little clearer knowledge of *right* thinking—hundreds of men who are now struggling along in the Poor-Pay Army—lonesome and weary—would immediately find themselves equipped to command from *two to ten times* their present income.

Probably the man who makes $1,000 a month is only 10% to 20% better trained mentally than the man who is trying to make both ends meet on $100 a month. This is a *fact*. And it should be a most *encouraging* fact to every man who wants to *be somebody* and *get somewhere*.

The greatest thinkers the world has ever known have hardly more than scratched the surface of their latent mental powers.

Improve your mental power only 10% and you will *multiply* your earning capacity.

Get This New Book

We have just published a new book—*The Secret of Mental Power*. We will gladly send you a copy upon request, with our compliments and good wishes. And we want to state—as forcefully as we know now—that you will find it one of the most interesting and mind-equipping books you ever read.

If you had to quit work for a month in order to get and read this book, it would probably be one of the most profitable months you ever spent. But you don't have to do that. It takes but an instant to sign the coupon. You get the book for nothing. And you can read it in hours, as it is a small book of 32 pages and 16 illustrations.

Send for a copy of this book today. It tells about the most practical common-sense system of constructive thinking—the easiest and quickest method of mind building ever discovered—the secret of developing mental power in a way that is as fascinating as a game.

This book shows you the difference between *directed* and *undirected* faulty thinking and *controlled*, *normal*, *true* thinking.

It shows how you can tell by a man's appearance whether he is a *right* thinker or a *faulty* thinker.

It shows how a *wrong* thought produces a *wrong* action, which brings a *wrong* result. And how a *right* thought brings a *right* action that can bring only a *right* result.

It shows the immediate and favorable result of *right*, constructive thinking and the disastrous results of faulty, impotent, haphazard thinking.

In other words it gives you the solution of correct thought processes, which is the only secret of mental power.

Now Is the Time

Send for *The Secret of Mental Power* now. Do not delay. Do not put it off. Tomorrow you may forget all about it. And the loss will be yours, not ours. For although we have printed an edition of 50,000 copies, we do not expect to have a single one left at the end of thirty days. They are going—and going fast. Therefore act at once, for as Sophocles so truly said, "Heaven never helps the man who will not act."

Don't let the fact that you can get this book easily and at no cost deter you from sending for it because you to make the fatal mistake of underestimating its value.

There is always a big way of judging in advance how immensely valuable this little book may be to you. But by waking you up mentally—by showing you how to think straight—by showing you an interesting way to build mind power—it will conclusively prove to you that it is one of the most valuable messages that ever reached your mind, and that in taking advantage of this free offer you took a wise and positive step toward greater mental power, which is the only power that brings success.

Mail the coupon now. Or, send a postal if you prefer.

Independent Corporation, Dept. RM-38
22 West 19th St., New York

Free-Book Coupon

Independent Corporation
Dept. RM-38, 22 West 19th St., New York

Gentlemen:—Please mail me at once—without expense or obligation of any kind—a copy of your free book, *The Secret of Mental Power*.

Name .....
Address .....

P.C.-8-24

"Thinkers act while sluggards sleep."

THE FAILURE! INQUIRIES AT $1.34. SALES TOTALING $742

FACTS AND FIGURES

Product: Self Improvement Course
Space: 1 Page
Medium: Physical Culture
Circulation: 300,000

Cost: $625.00
Inquiries: 3,472
Sales: $4,452

CASE 10 F

25,000 Inquiries from 2 Page Insertions of New Shorthand System

One of Advertising's Rare Jewels, a New Product Whose Desirability Is Self-Evident, "Says It with Coupons"—and Sales

GOVERNMENT surveys disclose the fact that 88 percent of all those who study the usual shorthand methods never acquire sufficient proficiency for commercial work. It's a long task and a tedious one, this learning of a new language written in strange symbols, and seven out of eight fail to reach their goal.

Yet a method of recording words faster than is possible with ordinary longhand is an established necessity in the business world of today. Here was one of those gaps of inconsistency between supply and demand that the present decade, especially, seems loath to leave unfilled.

Miss Emma B. Dearborn, one of the country's best-known commercial educators, realized the shortcomings of the standard shorthand systems through her actual work in teaching them, and conceived the idea of a system that would utilize the plain letters of the alphabet as they are ordinarily written or typed rather than the mysterious symbols that have been shorthand's greatest handicap. To judge from the instantaneous success of the system that she finally evolved, Speedwriting is a satisfactory answer to all of shorthand's most dubious question marks.

Here are the chief reasons for Speedwriting's popularity, quoted from Arthur J. Peel's article, "Conventional Shorthand Challenged," in the American Educational Digest: "It can be learned in 60 hours, that is to say, if one can give an hour a day to the study and practice of Speedwriting, in two months he will be able to write 100 words a minute without difficulty. . . . The study is so simple and fascinating that students do not have time to get tired of the work, and as a few weeks is all that is necessary to complete the course, the percentage of those who drop by the wayside is much less than one percent of those who take up the work. . . . It can be written as naturally as

Executives save time by making notes in Speedwriting, to be turned over to a stenographer for transcription. Notes written by one person can be read by any other Speedwriter.

For court reporting, where high speed is essential, Speedwriting proves its superiority. Its accuracy and easy legibility are also important factors.

Miss Emma Dearborn, originator of Speedwriting, has taught practically all systems in such leading educational institutions as Columbia University, Simmons College, Boston, and the University of California.

The most desirable secretarial positions go to the girl who can take dictation with speed and accuracy. The use of Speedwriting is able to handle the most exacting work with ease and assurance.

Out on the job, Speedwriting proves a great convenience in note-taking to the engineer, architect or builder. In a hundred and one different ways it is of daily usefulness to men and women in every field of endeavor.

Now Comes the New Shorthand

At last! The answer to the urgent need of modern business for a really scientific system of shorthand! *Speedwriting*, the natural shorthand, sets new standards for speed and accuracy. So simple that anyone can learn its principle in one evening.

"I want to tell you that I have completed the course in Speedwriting in 18 days, and can now take 98 words a minute on straight dictation, without any difficulty whatever.

"I would really consider it a favor if you would refer to me any inquiries from men in the Service about this course. I know what yeomen are up against who do not know shorthand, and try to learn any of the conventional shorthand systems. I tried and made a huge failure of one of the standard systems. Speedwriting is the logical system for all purposes."—*Mr. N. L. Rice (Yeoman in Navy), 305 Quincy St., Brooklyn, N. Y.*

* * *

"I have learned more in three hours with this system than I did in three months study of syllabic shorthand."—*Herman Stenzel, San Salvador, C. A.*

* * *

"I am delighted with Speedwriting. I have found it remarkably easy to learn, easy to use, easy to read, and, last but by no means least, easy to REMEMBER! I did not intend to really LEARN and USE Speedwriting; but much to my surprise, I made USE of it right from the start! In fact, I found that it could be of so much more use in my work than——shorthand that I have given it up entirely—after over 30 years use of it."—*Ward Nichols, Secretary of the Committee on International Language, International Research Council, Upper Black Eddy, Pa.*

* * *

"I never saw anything so simple and easy to learn as Speedwriting. I studied stenography for eight months in order to take notes in college. That time looks like so much wasted effort to me now that I know I could have done all the work in the plain letters of the alphabet that would never get 'cold on my hands.'"—*Mr. Ward Gedney, School of Business, Columbia University, N. Y.*

SHORTHAND is now made the time-saving device of everyone! The months of tedious study required to master a "foreign language" of arbitrary signs and symbols are eliminated. Now you can write shorthand in the familiar A-B-C's you have been using all your life!

Everywhere this new shorthand is hailed with enthusiasm. It is saving time and increasing efficiency in busy offices. Executives are finding it invaluable for personal use. So are professional men and women lawyers, writers, clergymen, public speakers, engineers, doctors, reporters, students. Experienced stenographers are adopting it in place of the old, conventional systems. Beginners welcome it as the short-cut to a successful business career. It is used in the U. S. Army and the Navy.

Speedwriting
The NATURAL SHORTHAND

Speedwriting was given to the world by Miss Emma Dearborn, eminent authority on shorthand, who, for eighteen years, had taught practically all systems in such leading educational institutions as Columbia University, Rochester Business Institute, Simmons College and the University of California.

Her experience brought home to her the inadequacies of the conventional sign systems. She saw how few students were successful in mastering them. (Government statistics show that only *twelve per cent* of those who study shorthand ever have employment as stenographers.)

For years Miss Dearborn devoted herself to the development of an entirely new kind of shorthand, without the dots, dashes, hooks, curves, shadings and other arbitrary symbols that tax the memory and require months and years of practice.

Speedwriting is simply a scientific condensation of the English language, based upon natural habits of speech. It is the quickest known method of recording thought. It can be written either in pencil or on the typewriter. You can begin using Speedwriting almost at once. Amazing speed is quickly developed.

This interesting booklet will be sent to you without cost or obligation. Mail the coupon.

Mail Coupon for Free Booklet

An interesting, illustrated booklet tells you all about Speedwriting and demonstrates its practical usefulness to *you*, whether you are an executive, a professional man or woman, an experienced stenographer or a beginner. No cost or obligation. Mail the coupon now.

Brief English Systems, Inc.,
Dept. 108
200 Madison Ave., New York, N. Y.

Without cost or obligation on my part, please send me the illustrated booklet on Speedwriting, the Natural Shorthand.

Name J. M. Gault

Address 343 Millerton Blvd

City Toronto State Ontario

Brief English Systems, Inc.,
Dept. 108
200 Madison Ave., New York, N. Y.

UNDER 40 CENTS IS A LOW INQUIRY COST FOR A $25 COURSE

one writes longhand and read back as easily as one can read his own handwriting. . . . Students begin to use it after the first lesson, and each succeeding lesson furnishes something more that may be used immediately in ordinary work in which shorthand is helpful."

It is at once evident that Speedwriting is a project of tremendous advertising possibilities. And the advertising *has* been successful. One of the first large-size insertions, a full page advertisement, won more than 25,000 inquiries from only two of the media in which it appeared; and other results have been in proportion.

Once again, in Speedwriting we find that supreme advertising advantage, news value—a story that needs only to be told to command the four essentials of a sale, attention, interest, desire and action.

* * *

ECONOMICS: Old-line shorthand systems have proved themselves incompetent; simpler system needed.

MERCHANDISING: A new, easier system learned in record time.

PSYCHOLOGY: Become successful with minimum effort.

RHETORIC: News style—a crisp statement of facts.

ART: Hand-lettered headline. Wash drawings illustrating uses. Photo of inventor. Big display of logotype and free offer.

FACTS AND FIGURES

Product: Shorthand System Course
Price: $25
Space: Full Page
Media: American Magazine, Cosmopolitan
Circulation: Over 3,600,000
Cost: $9,000
Inquiries: 25,274
Author: Mathewson & Sinclair

CASE 11 F

Narrative Speaking Course Ad Attracts 450 Prospects

Everyone Appreciates Reading About Himself

THE anxious mamma may be justified in banning Freud from little Alice's bookshelf; but, sex notwithstanding, posterity will owe a debt to this continental genius.

Freud's sensational teachings are responsible for the popularization of psycho-analysis; particularly for the discovery and isolation of that pitiful human characteristic termed "the inferiority complex."

Bill Brown has more brains in his little finger than Tom Jones hides under his entire hat. Yet Bill Brown still hangs to a subway strap, while Tom Jones roars up Broadway in his red sport roadster.

Why? Inferiority complex. We all have it, more or less. But most of us have it MORE.

"I suppose I ought to have that raise," we stammer, "but what if the boss fires me? Now if I could only talk up and assert my rights like Tom Jones. . . ."

That's where the little inferiority complex germ usually manifests itself. In talk! We can't put our ideas into words, in front of people. That old tongue just clicks and sticks!

The North American Institute, keen practical students of psycho-analysis, had a course in public speaking. In Andrew Jackson's day, the course might have coined money as a sure step to the Presidency. But a clever advertising agent saw a more modern route to success.

"Talk to the tongue-tied multitudes," he said. "Recognize this almost universal failing of speechlessness. Offer a quick, easy solution. Guarantee it. You'll sell hundreds upon hundreds of your courses!"

The advertising campaign was planned along very definite lines. Every ad was to be extremely human. Attention should be secured by scenes and phrases familiar to the inferiority complex sufferers.

Every ad was to display strongly the rewards sought by all of us—available only to the confident talker.

Would you ask for that long awaited raise?

Mid-Week Pictorial, November 18, 1926

They Called Me a "Human Clam"

But I Changed Almost Overnight

AS I passed the President's office I could not help hearing my name. Instinctly I paused to listen. "That human clam," he was saying, "can't represent us. He's a hard worker, but he seems to have no ability to express himself. I had hoped to make him a branch manager this fall, but he seems to withdraw farther and farther into his shell all the time. I've given up hopes of making anything out of him."

So that was it! That was the reason why I had been passed over time and again when promotions were being made! That was why I was just a plodder—a truck horse for our firm, capable of doing a lot of heavy work, but of no use where brilliant performance was required. I was a failure unless I could do what seemed impossible—learn to use words forcefully, effectively and convincingly.

In 15 Minutes a Day

And then suddenly I discovered a new easy method which made me a powerful speaker almost overnight. I learned how to bend others to my will, how to dominate one man or an audience of thousands. Soon I had won salary increases, promotion, popularity, power. Today I always have a ready flow of speech at my command. I am able to rise to any occasion, to meet any emergency with just the right words. And I accomplished all this by developing the natural power of speech possessed by everyone, but cultivated by so few—by simply spending 15 minutes a day in the privacy of my own home, on this most fascinating subject

* * *

There is no magic, no trick, no mystery about becoming a powerful and convincing talker. You, too, can conquer timidity, stage fright, self-consciousness and bashfulness, winning advancement in salary, popularity, social standing, and success. Today business demands for the big, important high-salaried jobs, men who can dominate others—men who can make others do as they wish. It is the power of forceful, convincing speech that causes one man to jump from obscurity to the presidency of a great corporation; another from a small, unimportant territory to a salesmanager's desk; another from the rank and file of political workers to a post of national importance; a timid, retiring, self-conscious man to change almost overnight into a popular and much applauded after-dinner speaker. Thousands have accomplished just such amazing things through this simple, easy, yet effective training.

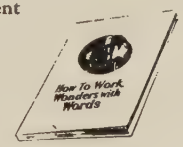
What 15 Minutes a Day Will Show You

How to talk before your club or lodge
How to address Board Meetings
How to propose and respond to toasts
How to make a political speech
How to tell entertaining stories
How to make after-dinner speeches
How to converse interestingly
How to write letters
How to sell more goods
How to train your memory
How to enlarge your vocabulary
How to develop self-confidence
How to acquire a winning personality
How to strengthen you will-power and ambition
How to become a clear, accurate thinker
How to develop your power of concentration
How to be the master of any situation

Send For This Amazing Book

This new method of training is fully described in a very interesting and informative booklet which is now being sent to everyone mailing the coupon at right. This book is called, *How to Work Wonders with Words*. In it you are shown how to conquer stage fright, self consciousness, timidity, bashfulness and fear—those things that keep you silent while men of lesser ability get what they want by the sheer power of convincing speech. Not only men who have made millions but thousands of others have sent for this book and are outspoking in their praise of it. You are told how to bring out and develop your priceless "hidden knack"—the natural gift within you—which will win for you advancement in position and salary, popularity, social standing, power and real success. You can obtain your copy absolutely free by sending the coupon

Now Sent Free



NORTH AMERICAN INSTITUTE
Dept. 1088
3601 Michigan Ave., Chicago, Ill.

North American Institute,
3601 Michigan Ave., Dept. 1088
Chicago, Ill.

Please send me FREE and without obligation my copy of your famous book, *How to Work Wonders with Words*.

Name. . . . . .

Address . . . . . .

City . . . . . State . . .

Page Thirty-two

THE STIMULUS OF 50-CENT INQUIRIES FOR A 46-DOLLAR COURSE

Would you hold the fair sex enthralled while you told tales of your exploits?

Would you be able to arise smilingly at a dinner and command admiration by your ready wit, your poise, your personality?

All these glamorous sweets of success could be yours—once you possessed the secret of effective speech.

You had the stuff within you, of course. How many nights had you lain awake in bed conjuring up the brilliant retorts, the fascinating facts that you KNEW—that you could have delivered—if only you could have stilled the dizzy whirl in your head and swallowed the thick lump in your throat!

That was it—you had it in you. The ability was there—if only you knew the technique of expressing it.

Upon that great point did the advertising hinge most of its appeal.

"Success is yours; you have the knack within you; you need only the technique; why be a dub any longer," pricked the copy.

Specific, hard hitting stuff, every bit of it. From every angle was the proposition attacked. And the more human the appeal the greater was the response.

One raw sample of the sufferer's life as it was, and as it could be, for example, drew 450 calls for help!

* * *

ECONOMICS: Majority of men need training in elocution.
MERCHANDISING: Course on public speaking.
PSYCHOLOGY: Business, social success.
RHETORIC: Narrative, expository, specific, human.
ART: Economical with white space. Photos used for reality.

FACTS AND FIGURES

Product: Public Speaking Course
Price: $46
Space: 1 Page
Medium: Mid-Week Pictorial
Circulation: 67,225
Cost: $224
Inquiries: 450
Author: Ruthrauff & Ryan

CASE 12 F

Changed Book Appeal Multiplies Returns Overnight

Women Turned Up Their Noses—But Men Turned Out Their Pockets —All for the Same Story

IT seems difficult to believe that when George II ascended the British throne, there were only two hairdressers in all of London!

Since time immemorial hair has played one of the chief parts in the adornment of the human animal.

America's red aborigines took great pride in their braided tresses. The courtiers of the Louis greatly fancied their powdered wigs. What Victorian gentleman was not vain over his luxuriant mustaches!

Modern times, however, seem to be given over not so much to the cultivation of admirable beauty as to the very preservation of the hair itself!

At probably no other time in the history of the world has the hirsute fascination of the human species been in such danger of complete extinction.

Magic cures are discovered daily. Yet, day by day, the slaughter of the hair continues.

Are we doomed to be a race of bald heads? Victims hope not. A book called "Hair Culture" promises not.

"Hair Culture" is probably the most logical remedy for baldness ever discovered. To be applied neither externally nor internally, "Hair Culture" is designed to be read by intelligent men and women who will comprehend, follow and benefit from the natural methods that it outlines.

For several years, the promoters of "Hair Culture" had based their sales efforts upon the assumption that woman, ever the beauty seeker, ever the household purchaser, was the logical market for such a book as this.

Their theory, to a great degree, was sound. Women, everywhere, bought, read, practiced and wrote letters of appreciation.

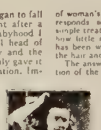
But somehow, the business did not seem to grow by leaps and bounds.

Save Your Hair as I Did Mine!

Every Woman Can

By Alice Wakefield

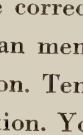
TWO years ago my hair began to fall out. This occurred right after a serious illness. From babyhood I was blessed with a wonderful head of hair—the pride of my family and the envy of my friends. And I only gave it the usual natural sanitary attention. Imagine, therefore, my state of mind when I began to realize that I was fast losing this wonderful feminine asset—for what woman does not take pride in her hair, especially if it is beautiful and abundant?



I immediately decided to visit a hair specialist, and after six weeks of lotions, tonics, shampoos, electrical treatments and what not, my hair showed no improvement — on the contrary, its condition was more discouraging. I was told that my illness had probably robbed my scalp and hair roots of their vitality and what I might eventually expect was told me in the most sympathetic manner.

Here indeed was a crisis. I was beside myself with fear and worry. I, with my life before me to have to face the loss of my hair, with perhaps baldness and the necessity of, wigs, etc., added. It was unthinkable. And so, like many others, I became a slave to hair tonics and shampoos. Each new one that I read about, or that my friends recommended, I tried but with no benefit. I was bracing myself for the inevitable that my specialist had so sympathetically advised me that I might expect.

And then it happened. One day I picked up a copy of Physical Culture Magazine, and read that Mr Macfadden had written a book called: "*Hair Culture*." I had always thought of Mr. Macfadden as a builder of muscles and brawn, but his natural methods struck me so forcibly that I recognized at once that here, if ever, was my chance to save my hair. Besides, before my illness, had not my wonderful hair grown that way just by natural methods and ordinary care? Well, I sent for the book and it was a revelation to me. I wish every woman in the land had one. In a very short time the dead feeling in my scalp disappeared and from then on the hair began to grow thicker and more glossy, until to-day I have back that which a specialist told me I had lost forever.—*Alice Wakefield.*



Bernarr Macfadden, Here he shows luxuriant, healthy hair

Luxuriant Hair

Nature's Gift to all women is the crowning beauty of luxuriant hair. Millions throw away this gift because they do not know the simple natural laws upon the observance of which a luxuriant growth depends.

No other attribute of woman's beauty is so easily cared for or responds so quickly and generously to simple treatment, yet it is amazing to learn how little really authoritative information has been written about the proper care of the hair and scalp.

The answer, perhaps, lies in the exploitation of the extravagant claims made by a certain class of hair tonics and shampoos, the kind that will have most of nature's simple laws but have delegated to themselves the supreme power of Saviour of the Hair, yet do not save. "Just rub it on or pour it on and watch the hair grow"—and yet every time you comb it, your hair tells the same old story.

Bernarr Macfadden's Book on Hair Culture

Bernarr Macfadden, the famous Physical Culturist, has prepared a treatise on hair culture that will be of priceless value to you. He says: "For years I have studied the subject of hair culture from every conceivable angle. I have personally investigated or have caused investigations to be made into the claims of treatments that have been advocated for the hygiene of the scalp or the preservation of the hair. As a result of this study and investigation, I am convinced that there is more quackery rampant in connection with the hair and scalp care—both by the medical profession and by drug and lotion manufacturers—than there is in any other specialty ever discovered for the exploitation of ailing humans.

"Several years previous to the writing of my book on '*Hair Culture*' my hair began to fall out at an alarming rate. I was in such a desperate frame of mind that I even bought a bottle of hair remedy that was well advertised at that time, but after one application I threw it away and began to use my intelligence to the solution of the problem. The method that I finally evolved forms the basis of this book and is gone into with painstaking detail. All the means I employed to conserve and restore my own hair are shortcomings in its pages. For the proof whether or not I have been successful I need only to point to my photographs on this page and to remind the many hundreds of thousands of people who have listened to my lectures that my hair to-day is about the same condition it was twenty years ago."

Stops Falling Hair—Ends Dandruff—Makes Hair Grow

So sure is Mr Macfadden that his methods can help anyone who is troubled with dandruff, gray hair, baldness, split hair, and all other hair ailments, that he has instructed his publisher to send his remarkable new book "*Hair Culture*" to everyone requesting it for five days' examination. It makes no difference what many remedies you have tried with no success, it makes no difference how stubborn your case may be nor how long it has existed. Mr Macfadden is sure that you will obtain the results you want through the simple methods which he has discovered and which are fully and completely explained in his book.

Women! Keep Your Hair Youthful

If your hair is graining prematurely you have every reason to hope that it can be stopped and the tendency to turn toward restoring it to its original beautiful color. If the coming years should threaten your hair's lustrous quality and glossy abundance, you can be taught by Bernarr Macfadden in his new book "*Hair Culture*," will enable you to bring about an almost unbelievable improvement. Why spend time and money, at the hair dresser's when you can give your hair a better home treatment in only a few minutes a day by the new method? You can easily have hair that is wonderfully silky in texture and your scalp can be cleansed of every trace of dandruff or scurf.

Contents of Hair Culture

Hair as an attribute to beauty.
Facts everyone should know about hair.
Care of healthy hair.
How to care for baby's scalp.
Fact about soaps and shampoos.
The cause of hair troubles.
Dandruff.
Dry Hair. Oily Hair.
Split Hair.
Falling Hair.
Baldness.
Gray Hair.
Hair Dressing.
Superfluous Hair.
Hair Tonics.
Eyebrows and Eyelashes.

Send No Money

If you would like to have Mr Macfadden's advice as well gladly let us forward "*Hair Culture*" for yourself without obligation and per his request you can follow the methods that should bring new life, new lustre and luxuriance to your hair. Don't send one cent—no advance—just fill in and return the coupon and the book will come to you by return mail. When it arrives deposit only $2.00 plus delivery charges with him. Then after you have kept "*Hair Culture*" for 5 days—after you have tested the methods—if you are not absolutely satisfied return the book to us and your money will be promptly refunded. If however you decide to keep this extraordinary book as you surely will, after you have read it, the book becomes your property for the sum which you deposited with the postman.

MACFADDEN PUBLICATIONS, INC.
Dept. TR-6,
Macfadden Bldg., 1926 Broadway
New York City

Without obligation on my part, please send me a copy of Bernarr Macfadden's Book giving me all of his information on hair culture. I am enclosing a red breathing the hair. I will pay the postman $2.00 plus delivery charges on arrival but I am to have the privilege of returning the book within five days if I desire and you will refund my deposit.

Canadian and foreign orders must be accompanied by cash or money order.

THIS AD AVERAGED 66 SALES

Expert advertising counsel was sought.

"Where," he asked, "do you think lies the market?

"You are correct, women are greatly interested in hair beauty—far more than men. But, gentlemen, baldness to-day is man's privileged affliction. Ten men seek a baldness cure for every woman in a similar position. Your book is a remedy for baldness; well, then tell it to the men!"

The decrepit appeal to the fair sex was taken in hand. The substance was repeated in a hammer-and-tongs announcement to men. The copy was crisped, speeded up; a clever headline was written.

In the same publication in which the old copy had been averaging 66 sales, the new copy—seemingly overnight—pulled 312 sales!

14 *Physical Culture*

How a bald-headed barber helped to save my hair!

I had long been a slave to hair tonics. I fell for everything the barber recommended. But the more I tried to do for my hair the worse it got. One day I went into a strange barber shop and then—well here's my story.

FOR months my barber had been commenting upon the way my hair was thinning out. But I used to smile and let it go at that. It was part of his game to sell hair tonics and I didn't intend to fall for it.

Even when my wife said, "Bert, I believe you are losing your hair," I gave a little laugh and passed it off with a jesting remark. But when my business associates began to comment on my hair I got worried. I was just as full of pep and vim as I had ever been, yet I worried for fear my associates would think I was headed for the "has been class."

I decided to save my hair if it could be saved. I began to try every kind of shampoo that I heard of—every tonic on the market found its way eventually to my head. But my hair kept getting thinner and thinner.

One day I went into a strange shop. When the barber had finished cutting my hair he said, "Tonic, sir? Finest thing in the world for making hair grow!" Mechanically I said "yes." Then I looked up at the barber. He was absolutely bald. "Here," I said to myself, "if tonics actually grew hair or even prevented its falling out, there wouldn't be such a thing as a bald-headed barber in the world.

I cancelled the tonic order and left swearing that never again would I use a tonic on my hair.

And I haven't. I decided to do what I should have done in the first place—learn something about the hair.

A friend recommended *Hair Culture* by Bernarr Macfadden. I got a copy. I put into practice the simple, way-to-apply methods outlined by the noted physical culturist and almost immediately I began to see an improvement. Now my hair is a marvel to all who see it and my friends say I look ten years younger. *Albert Woodruff.*

The Truth About Hair

There is a way that will absolutely prevent loss of hair and that will even make it grow healthfully! It was discovered, by purest accident, by Bernarr Macfadden, admittedly America's foremost physical culture exponent. Thirty years ago his hair began to come out by handfuls, and obsessed by the fear of completely losing it, he began at once to find some way to save what hair he had.

At first he tried one of the patent preparations then popular. After a few applications, without any appreciable benefit, he threw the bottle away and determined to find out just why hair falls out; for, he said, if he knew what caused hair troubles he would then know how to prevent and remedy them.

So he began to make a study of hair. He examined it under the microscope, made an analysis of it in chemicals, obtained the help of physicians to learn the nature of scalp diseases and went on a world wide search for information. Among quite other things he found that hair—and it must have power to absorb, else it could not grow and develop. All it needs is to be nourished and its air, light and warmth. Just as every other living thing it would decay and die.

Bernarr Macfadden's Discovery

With this background of scientific information, Mr. Macfadden began to experiment with very simple methods of treatment that proved to be really amazing discovery. He applied these methods to his own case and found that they not only prevented the further loss of hair, but in a comparatively short time caused a new growth of hair to appear. Soon his head was covered with a new growth of hair, as luxuriant as in his younger days.

Then he made public his discovery and since then hundreds of thousands of men and women have obtained results that seem little short of miraculous.

Find out exactly what causes dandruff, what makes your hair fall out, what to do to stop it and how to grow new hair. Mail the coupon for Mr. Macfadden's simple method of home treatment. It will not cost you a penny to find out. If you are not absolutely satisfied that you will get all the results you hope for, return the book and your money will be refunded at once. You take positively no risk, you have nothing to lose and everything to gain. Send the coupon now.

seconds. Once you have learned the amazing secret you can be sure to have strong, vigorous, healthy hair, and it won't cost you a single penny to use it day after day, year after year.

The results obtained through Bernarr Macfadden's new easy and delightful methods that they may seem unbelievable to some who have tried the usual kind of "Hair-growers" without benefit. Yet thousands upon thousands of men and women have already used these remarkable Macfadden methods with uniformly satisfactory results.

Stops Falling Hair —Ends Dandruff— Makes Hair Grow

So sure is Mr. Macfadden that he can work these results for you that he has instructed his publishers to send his remarkable new book *Hair Culture* to you for one remaining at his risk. Read it, try it, make it prove how many pounds you have over weight, and if it does not prove how completely your case may be, nor how long it has existed, Mr. Macfadden is sure that you will obtain the results you most desire. Then if you are not entirely satisfied he will cheerfully refund your money.

Send No Money

You need not send a single penny now. Merely mail the coupon and the book *Hair Culture* will be sent to you by mail, prepaid. When the book arrives deposit only $2.00 plus delivery charges. Then examine it for five days. If you are not absolutely satisfied that you will get all the results you hope for, return the book and your money will be refunded at once. You take positively no risk, you have nothing to lose and everything to gain. Send the coupon now.

Your Hair

What do you know about it?

What are the most scientific preventatives for falling hair?
Do cold water brush ever be used on the hair?
When should the hair be brushed or combed?
Of what benefit to the hair is shampoo?
How often should the hair be washed or shampooed?
What is the great cause of dry hair and how does it affect the hair?
What is the greatest stimulant that can be used on the scalp?
What one thing is most important to the growth of the hair?
Why does hair fall out after sickness?
What causes dandruff?
Is dandruff contagious?
What has been shown to be the best way to kill the dandruff germ?
How can the eyebrows and eyelashes be made to grow?
How often should a baby's scalp be washed?
What is the best kind of brush to use?
How often and with what, should a baby's scalp be oiled?

Macfadden Publications, Inc., Dept. 3
1926 Broadway New York

MACFADDEN PUBLICATIONS, INC.
Macfadden Building
Dept. 3, 1926 Broadway, New York

Name.....
Print name and address
Address.....
City.....State.....

THIS APPEAL PRODUCED 312 SALES

ECONOMICS: Baldness prevalent, especially among men. Many worthless cures.

MERCHANDISING: A cure that is different. Trial without risk.

PSYCHOLOGY: Pride in appearance possible, at last—guaranteed.

RHETORIC: Narrative; argumentative.

ART: Solid page of type with narrative style illustration.

FACTS AND FIGURES

Product: Book, "Hair Culture"
Price: $2
Space: 1 Page
Medium: Review of Reviews
Circulation: 180,000
Cost: $400
Sales: 312
Author: M. Sackheim

CASE 13 F

New Health Course Appeal Buys Inquiries at 50c.

Restraint Proves More Persuasive Than Bombast

RATTLESNAKE oil is still sold on street corners. But the medicine man, to-day, is something of a curiosity.

Some time ago, he became tired of listening for the bluecoat's menacing tread.

So he renounced the life of a squatter. He took Title to his soap box. He bought space in the magazines and newspapers.

But if his stand reformed, his *spiel* did not.

Year after year have physical culture courses burned their red fire in paid publication space. The smooth tongue became the facile pen. The throaty voice became the colorful display. The beckoning arm became the alluring coupon.

In a quarter of a century, in the transition from words shouted to words scribbled, the medicine man's tactics have changed not a whit.

But *Times* have changed! In spite of the ballyhoo, one after another of the old timers drops silently by the wayside. The dust rising in the wake of the joyous bandwagon shows the road ever more thickly dotted with business corpses.

It took a clever young advertising man to detect the condition.

He was acting as advance agent for Benny Leonard.

"Mamma's Boy" had come home to Mamma, at last. From his fireside he was going to teach the importance of health as he had taught it to many another young man from the squared circle.

Said the advertising expert after his investigation: "Benny Leonard is going to teach physical culture. But not with the John L. Sullivan technique!

"Benny is the most popular fighter living. His appeal is not that of the old time bruiser. Fans love him for his science, not his slugging. Crowds cheer his clever punches, not his conceited posing.

"The day of the slugging, posing fighter and physical culture

I am now at your personal service

Benny Leonard

UNDEFEATED LIGHTWEIGHT CHAMPION OF THE WORLD

I HAVE retired from the ring, the undefeated lightweight champion of the world. Through clean living, clean fighting, clean training, I have won the esteem of a host of people, and, believe me, I don't purpose to lose that esteem. In fact, I am elated beyond words that I am now in a position to make a contribution for the benefit of the public—the same public which has been so good and so affectionate to me.

All through the years of my intensive preparation and training, first for winning the world's championship and then for holding it against all contenders, I employed, in addition to physical workouts, another policy which the world has never been told of. I can tell it now. It is this: I resorted to scientific study of the human anatomy through books. I don't know if ever a professional boxer did that before. The combination of all these things, the study of the body, the exceptional methods I myself discovered and perfected as a result of my own experimenting, the invaluable experience and opportunity for observation which was mine when I trained thousands upon thousands of Uncle Sam's Doughboys in the war, has enabled me to get at the bottom of this whole subject of physical fitness and culture. And I am going to pass on to the public the results of my findings in the shape of "THE BENNY LEONARD SYSTEM OF PROMOTING PHYSICAL FITNESS."

Whether you have ever taken physical culture courses, by mail or in gyms, or not, you will be interested in my new practical methods. Because my system is designed to meet the needs of each individual. I adapt it to your requirements by study of your conditions, just as I first studied my own. If, for example, you want bigger muscles, I'll give them to you. If, on the other hand, you are just the normal human being who has no desire for performing feats of strength or for large, weighty muscles, but who does want a tingling, healthy body, scientifically attuned—a body of all-around championship fitness—that springy step, that sparkling eye, that deep chest, glowing cheek, firm hand-clasp, that "devil-may-care" feeling of confidence and "all's well with the world" spirit that makes for success—that wins you the respect of men and the adoration of women—if you want these, then you'll find in my system a long-felt want satisfied. Every living creature, no matter what his or her work may be, owes himself or herself good health and a sound body. You can get it and keep it with my system.

The BENNY LEONARD SYSTEM OF PROMOTING PHYSICAL FITNESS

Send for my free booklet-"NOW I CAN TELL YOU"-Use this

It is impossible to tell you about my methods in this space, so I have set down my thoughts in a fascinating booklet, entitled "Now I Can Tell You"—which tells you all about it. If you are already a physical culture fan you will find it entirely different than anything you've ever read on the subject. And, if you are not, you will find it loaded with human interest and many sidelights about my colorful career, which information alone will repay you the minute it will take you to write me to send you a copy. Use this blank, mail it to me today—right now—while it's on your mind.

Send this coupon at once. I will answer personally.

Benny Leonard

GPO Box 474 [Dept. 9A4] New York, N.Y.

BENNY LEONARD
GPO Box 474 [Dept. 9A4] New York, N. Y.

Sounds to me that your booklet, entitled "Now I Can Tell You" must contain some mighty interesting reading matter. Will you please send me a copy? I enclose 10c [either stamps or coin] to help cover costs of getting this book out and sending it. There's no obligation.

Name .....

Street .....

City ..... *State* .....

Entire Contents of this advertisement copyrighted 1925

Alfred Austin Adv. Agency, N. Y. C.

1,072 DIME COUPONS FROM A DAILY NEWSPAPER IS RATHER UNUSUAL

teacher is the day of our fathers. Modern young men welcome clean, rational sport.

"That is the standard to which Benny Leonard's physical culture will measure up!"

It was unheard of! A clean, rational physical culture course! Older heads waggled. But, finally, the advertising was produced.

It measured 143 lines on 3 columns. It was a physical culture ad different from any other ever written before.

No circus calliope, no torchlight procession here! But a clean, rational appeal, set up and presented as a tribute to America's new generation.

Of the old order only three features were retained. (1) Copy in first person. This in consideration of the curiosity about Benny's personality. (2) Booklet strongly featured. This is only good advertising, where a booklet is the product to be sold. (3) Coupon. Always productive of greater returns when space permits.

A price of 10 cents was put upon the follow-up. To make still more exciting an already breathless situation!

That first ad brought in 1,072 10-*cent pieces!*

Benny and his youngsters had made good!

* * *

ECONOMICS: Current interest in Benny Leonard. Ever present interest in individual's welfare.

MERCHANDISING: Benny Leonard's methods will make you healthy.

PSYCHOLOGY: Secrets of strength.

RHETORIC: Narrative; personal; simple; sincere.

ART: Editorial style layout.

FACTS AND FIGURES

Product: Physical Culture Course
Price: $30
Space: 429 Lines
Medium: N. Y. Evening Journal
Circulation: 668,000
Inquiries: 1,072
Author: Alvin Austin Silberman

CASE 14 F

Health Course Pays On First Advertisement

A Fundamental Appeal Is Successful—When Reinforced by Rationalization

ERNESTO V. GALIARDO lives up to his name. As a teacher of proper breathing he sets a perfect example of the sturdy physique that proper breathing brings.

After setting this example for well over a quarter of a century to such representative citizens as Dr. Emmett Holt, and the members of the New York Police Force, Dr. Galiardo decided to stretch his wings.

So he prepared a course of interesting home lessons.

He realized that what he had to sell was health and strength; that countless home study courses—some good, others not so good—promised the same thing.

But he had a real story in his breathing. A story that sounded reasonable to the most hardened skeptics.

He had on his side the great movement for better breathing in the public schools. Children of recent years have been taught to take their parents to task for shallow breathing.

It is an idea easily tested by anyone—even at the moment the copy is being read.

Therefore much time was spent in writing and discarding advertisements. Distinctiveness and sincerity were striven for. Finally an advertisement was finished, set up, and placed.

On the very first insertion, it brought over 600 inquiries. So, naturally, the subsequent advertisements of the campaign were patterned upon this key. With equal and even greater success, each time —even in magazines of a general character.

* * *

ECONOMICS: Many health courses advertised.
MERCHANDISING: New kind of health course.
PSYCHOLOGY: Health and strength.

From WEAKLING to HERCULES
in amazingly short time
through his Simple Way of BREATHING
What He Did for Himself He Can Do for YOU!
Look at the Pictures —and THINK!
GALIARDO as a puny flat-chested youth of 23—given only 2 months to live.
GALIARDO at the age of 32 is usually taken for a youngster of 26
Do you know how to breathe? You may say to yourself "Certainly, I know how to breathe!" But do you really know? Now—this minute—are you using one-third of your lung capacity? What is happening to the blood that is waiting to be purified in the other two-thirds of your lungs? What is happening to the lungs themselves?
If you don't breathe properly all the time you can't be more than half-alive! You may think you are strong and healthy but you are using up your original store of energy and vitality faster than you are restoring it and eventually you will pay for your neglect of the most important organs in your body—your lungs.
Let the famous breathing expert Galiardo show you how to increase your strength, energy and vitality a hundred per cent through his wonderful system—
GALIARDO Breathe-Rite DY-NAM-ICS
When you buy a battery for your car it is fully charged with electricity. As you expend the current in running your car, it is constantly recharged by the generator; otherwise you would soon have a "dead" battery. Your body may be compared to a battery. It has an original store of energy. But as you expend that energy you must constantly recharge your body with the energy derived from food and AIR.
Most people eat sufficient food—many eat far too much. On the other hand their lung capacity is about one-half what it should be and they use only about one-third of even that limited capacity.
Most people starve their lungs of the priceless oxygen which purifies the blood, strengthens tissue and muscle, burns up superfluous fat and is absolutely essential to every life-process of the body.
Galiardo teaches you to breathe as Nature intended—to develop your chest, your abdominal muscles and lungs to their full capacity by special exercises and then trains you to use all of your lungs all of the time—rhythmically, automatically and unconsciously.
It is fine to have big muscles but it is even more important to possess dynamic vitality. But muscles without vitality are useless as a powerful motor car with a "dead" battery.
Galiardo's Distinguished Record
You have heard of Galiardo before. In prominent newspapers and scientific journals you have read of his famous system of breathing. You have heard of his great work as National Physical Director of the Boy Scouts of America, as Director of the Male Physical Culture Department of the New York Hospital for Deformities and Joint Diseases as Lecturer for the New York City Board of Education, as Breathing Instructor of the New York Police Department.
Galiardo's practice heretofore has been confined among prominent and wealthy people who have paid large fees to secure the amazing physical development and dynamic vitality his system insures.
Galiardo's System Now Available to All
The Health Reconstructive Society has induced Dr. Galiardo to make his famous course available to thousands of men and women throughout the country instead of a fortunate few and to offer his personal individual instruction to you for less than one-tenth what others have paid for it.
FREE Galiardo's famous book "Dynamic Vitality"
It is impossible to tell you the whole story of Galiardo here. But every reader of PHYSICAL CULTURE knows every man and every woman—should learn more about this unique system and its amazing results. Mail the coupon now and let us send you full particulars absolutely without obligation, including Galiardo's famous book "Dynamic Vitality Through Breathing." Some day you will be mightly glad you did.
GALIARDO Breathe-Rite DY-NAM-ICS
Copyright Applied For
HEALTH RECONSTRUCTIVE SOCIETY
780 West End Ave., New York
MAIL THIS COUPON TODAY
Health Reconstructive Society
780 West End Ave., New York City.
Gentlemen:—Please send me, without obligation, full particulars concerning Galiardo Breathe-Rite Dynamics.
Name
Address
City State

400 INQUIRIES FROM 300,000 CIRCULATION

RHETORIC: Expository; sensational.

ART: Pot-pourri of display, picture of founder and copy.

FACTS AND FIGURES

Product: Breathing Course

Price: $20

Space: 2 Columns

Medium: Physical Culture

Circulation: 300,000

Cost: $540

Inquiries: 625

Author: Milton M. Stoddard, Blaker Advertising Agency

CASE 15 F

$20 Health Course Finds 36c Inquiries

In Which the Knowledge of a Product and the Selling of It Are Not Confused

THERE'S one in every office — the man whose chest has such affinity for his spinal column that he must needs protrude his head to keep his balance. He's the first one to feel the draught from September's still open window. He takes sick leave regularly at the end of every February. He reads secretly and ardently the journals of health and strength, illustrating he-men with pork barrel torsos and tree-trunk arms.

And probably the only thing wrong with him is that he doesn't know how to breathe!

For many years, breathing had been Galiardo's particular study. He found that modern inactivity had curbed the use of lungs. That the slack breathing, common to so many, made use of only one-third of the lungs. That this sluggish diaphragmatic action frequently resulted in lowered blood-tone, lessened vitality, weakened bodies susceptible to every ailment.

His course in how to breathe properly, called "Dynamic Breathing" offered to show the flat chested man and woman how to fill every cell of the sponge organs with clean, revivifying oxygen. How to swell the chest measure, purify the blood stream, bulge the muscles.

The first ad opened with "From Weakling to Hercules;" (see preceding case) the second with "Muscles Like These in Three Months;" the third, more sensationally "Astounding Secrets Saved His Life; A New Life for You."

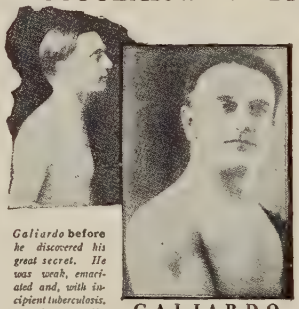
And as the strength of the appeal increased so did the cost of inquiry decrease; from 86 cents to 51 cents to 36 cents!

* * *

ECONOMICS: Readers of health magazines seek physical benefits.
MERCHANDISING: A health course in "breathing."
PSYCHOLOGY: Big muscles.

GALIARDO!

His astounding Secrets of Dy-*nam*-ic Breathing saved his life and gave him MUSCULAR and VITAL POWER



Galiardo **before** *he discovered his great secret. He was weak, emaciated and, with incipient tuberculosis, was given up to die.*

GALIARDO
52 years young!

THIS is the most astounding (and the simplest) system for muscular power ever discovered! The public announcements offering to reveal the secrets have brought world-wide, sensational response. From India to England—from Maine to California, men and women have been deeply stirred by this assurance of a NEW life. From homes and hospitals—athletic clubs and universities, praise has come of the wonders achieved.

This is the marvelous system of Dy-*nam*-ic Breathing which transformed GALIARDO from an 86-pound, sickly weakling into a man of vital physical POWER!

A NEW LIFE *for YOU—Health, Power—in 15 Minutes a Day!*

OCEANS of oxygen! All about us there is unlimited air. Yet we forget that this air contains oxygen—nature's most powerful body-building element. And nine men out of ten *starve* their lungs and **Rob** their bodies of power and health, because they use only a *small part* of their lungs in breathing.

Listen! You can't make *steam* in an engine without *water* in the boiler. You know that. Your body, too, is an engine—and you can't make **Steam** in that wonderful engine of yours without *air* in your lungs.

"Air in my lungs? Of course I've got air in my lungs," you say. Yes, but not nearly *enough* air, because you have not learned how to breathe properly.

But—when you learn the simple secrets of Dy-*nam*-ic Breathing, you shoot strength into yourself just like charging a battery. Then without effort, day and night, your lungs will breathe diaphragmatically. The greatly increased volume of oxygen in your body does this: (1) Purifies and enriches the blood. (2) Improves circulation. (3) Tones up the whole system. (4) *Builds bone, sinew and muscle.*

That gives you *steam*—**Power** and **Vitality.** Let Galiardo show you how to become a new man with muscles bulging with force and the physical "drive" that makes you a winner.

Galiardo's Distinguished Record:—You have read of Galiardo's great work in prominent newspapers and scientific journals. You have heard of the remarkable things he accomplished as National Physical Director of the American Boy Scouts, as Director of the Male Physical Culture Dept. of the New York Hospital for Deformities and Joint Diseases, as Lecturer for the New York City Board of Education, and as the pioneer in Breathing Instruction for the New York Police Dept.

Galiardo will rouse that undeveloped manhood within you. You'll be amazed. Send for the *free* book and be convinced.

HEALTH RECONSTRUCTIVE SOCIETY, Inc.
Dept. C, 780 West End Ave., New York

FREE GALIARDO'S FAMOUS BOOK

"Power Through Dy-*nam*-ic Breathing"

This announcement can't begin to tell this remarkable story. Send for Galiardo's startling book—it's **Free.** Then bid good-bye to weakness, pains and unfitness. Greet the glorious new manhood that can soon be yours!

GALIARDO
Breathe-Rite
DY-*NAM*-ICS

Mail this today

Health Reconstructive Society, Inc.
Dept. C, 780 West End Ave., New York

Without any obligation whatever, please send me, free of charge, your famous book "Power Through Dy-*nam*-ic Breathing."
(Please PRINT your name.)

Mr. }
Mrs. } .....
Address.....
City.....*State*.....

THE SECOND AND THIRD ADS (FROM RIGHT TO LEFT); THE FIRST AD IS REPRODUCED WITH THE PRECEDING CASE

s like these in 3 Months

—that's what Galiardo did for himself. He weighed only 86 pounds and was given up to die. Then by his amazing system of breathing he developed this remarkable physical power.

DO you know *how* to breathe? You may say to yourself "Certainly I know how to breathe!" But do you really know? Now—this minute—are you using one-third of your lung capacity? What is happening to the blood that is waiting to be purified in the other two-thirds of your lungs? What is happening to the lungs themselves?

If you don't breathe properly all the time you *can't* be more than half-alive! You may *think* you are strong and healthy but you are using up your original store of energy and vitality faster than you are restoring it, and eventually you will pay for your neglect of the most important organs in your body—your lungs.

Let the famous breathing expert Galiardo show you how to increase your strength, energy and vitality a hundred per cent through his wonderful system — Dy-*nam*-ic Breathing.

GALIARDO
Breathe-Rite
DY-*NAM*-ICS

When you buy a battery for your car it is fully charged with electricity. ent in running your car, rged by the generator; soon have a "dead" oo, has an original store expend that energy you ge your body with the ood and AIR. fficient food—few get is because their lung half what it should be t one-third of even that

elr lungs of the priceless e blood, strengthens tissue verfluous fat and is ab- life-process of the body, to breathe as Nature in- *enough* oxygen to build hat gives you the "Steam" in to success!

You have heard of Gal- ardo before. In promi- nent newspapers and read of his famous system heard of the great work Physical Director of the as Director of the Male tment of the New York s and Joint Diseases, as rk City Board of Educa- ructor of the New York

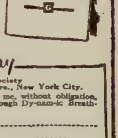
RUCTIVE SOCIETY End Ave., New York

A NEW LIFE FOR YOU

Galiardo will wake that undeveloped manhood within you. His simple, scientific system will rouse *all* your muscles to glorious physical fitness. He will make you a *human dynamo*—bursting with energy and enthusiasm. When you have learned to breathe, you will charge oxygen into your system in great, revitalizing volume. You'll be amazed. Send for the facts.

FREE

GALIARDO'S famous book "Power through Dy-nam-ic Breathing."



Mail this today

Health Reconstructive Society
Dept. A, 780 West End Ave., New York City.

Gentlemen:—Please send me, without obligation, your *free* book, "Power through Dy-nam-ic Breathing." (Write plainly)

Name.....
Address.....
City..... State.....

RHETORIC: Sensational, colloquial, expository.

ART: "Before and after" photographs. Bold, sensational display.

FACTS AND FIGURES

Product: Health Course
Price: $20
Space: 224 Lines, 2 Columns
Medium: Physical Culture
Circulation: 300,000

Cost: $540, $423, $540
Inquiries: 815, 1,500
Author: Milton A. Stoddard, Blaker Advertising Agency

CASE 16 F

$3,125 Sales from Three Inch Ad on Short Story Writing

When Words Are Not Wasted Small Space is Enough

EVER since Gutenberg invented his magic machine, hundreds and thousands in successive generations have dreamed a glorious dream. They dream of stringing words together, and then having them translated through the alchemy of printing into counters for much cash and greater *kudos.*

In every high school composition class, East or West, there are two or three who cherish hopes of writing the great American novel.

There are countless others, male and female, who drift into bond selling or stenography or manufacturing or farming or the printing business, who on an odd evening when the radio program's not so good, sit about over a magazine and think: "I could write stories just as good as those printed here, if I got started." Perhaps some of them could, but most of them never will.

Of course, in a generation that capitalizes everything from a woman's desire to be beautiful to a man's wish to appear well-informed, there would be purveyors to the desire to write.

Short story courses,—very well planned, very worthwhile to individuals possessing latent talent, are not brand new. This particular course in writing offered by the Hoosier Institute of Fort Wayne, Indiana, is interesting because its advertising aimed at and hit the center of that desire so exactly.

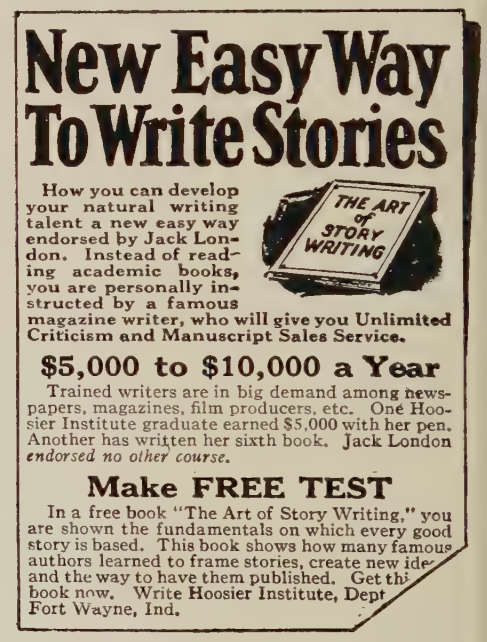
The sales-resistance to such a course is based, as we suggested above, on the theory that it is probably awfully hard to get started. The headline is so phrased as to counteract that impression. "New, Easy Way to Write Stories." The subheads are as straight to the point:

"$5,000 to $10,000 *A YEAR.*" Good round figures indicating the possibilities at the end of one's pen. Yet not so large as to be beyond bucolic belief.

"*MAKE FREE TEST*" . . . it will cost you nothing to investigate, and the potentialities are really very great.

Notice in the copy how the endorsement of Jack London is mentioned in the first sentence. Of all the authors who've contributed to current American periodicals in the last decade or two, none has a name more glamorous. Small boys and their sisters read his stories for their adventure; housewives and clerks who'll never see the sea scent its salt tang through his pages.

This ad ran in the exact size illustrated. It cost $514.50. From the 785 inquiries which it produced, 48 students were enrolled in the course. Their payments to the Hoosier Institute totaled $3,125.


New Easy Way To Write Stories
How you can develop your natural writing talent a new easy way endorsed by Jack London. Instead of reading academic books, you are personally instructed by a famous magazine writer, who will give you Unlimited Criticism and Manuscript Sales Service.
THE ART of STORY WRITING
$5,000 to $10,000 a Year
Trained writers are in big demand among newspapers, magazines, film producers, etc. One Hoosier Institute graduate earned $5,000 with her pen. Another has written her sixth book. Jack London endorsed no other course.
Make FREE TEST
In a free book "The Art of Story Writing," you are shown the fundamentals on which every good story is based. This book shows how many famous authors learned to frame stories, create new ideas and the way to have them published. Get this book now. Write Hoosier Institute, Dept. Fort Wayne, Ind.

THIS $514.50 INSERTION PRODUCED 785 INQUIRIES AND 48 SALES

* * *

ECONOMICS: Thousands of people are interested, theoretically, in writing short stories for magazines, newspapers, or moving picture producers.

MERCHANDISING: A course in writing for publication.

PSYCHOLOGY: Be another Jack London.

RHETORIC: Glamorous, romantic, specific.

ART: Striking bold-face headline; one simple, attention arresting cut, of the free book.

FACTS AND FIGURES

Product: Short Story Course
Space: 42 Lines
Publication: True Story Group
Circulation: 3,000,000
Cost: $514.50
Inquiries: 785
Sales: 48
Author: Ruthrauff & Ryan, Inc.

CASE 17 F

600 Copies of New Dance Sold Through $50 Music Ad

A Product of Timely Interest Advertised While It Is Still "News," Results in Another Sales Record

"They say that Queen Victoria, who's very strict you know,
Bars anybody from her court who jumps Jim Crow!"

WE don't know whether "Jump, Jim Crow," which a well-known musical play informed all and sundry was popular in certain circles in the days of ultra-conservative royalty, was related to "Black Bottom" or not. If it was, Queen Victoria would find many sympathizers in the much sparser conservative circles of to-day, for "Black Bottom" succeeded in getting itself a profitably questionable reputation in a remarkably short space of time. Fastidious folk who had only recently schooled themselves to look upon the Charleston without visible shudders, flinched anew at the mere rumor of the dance which had superseded all others in fickle popularity.

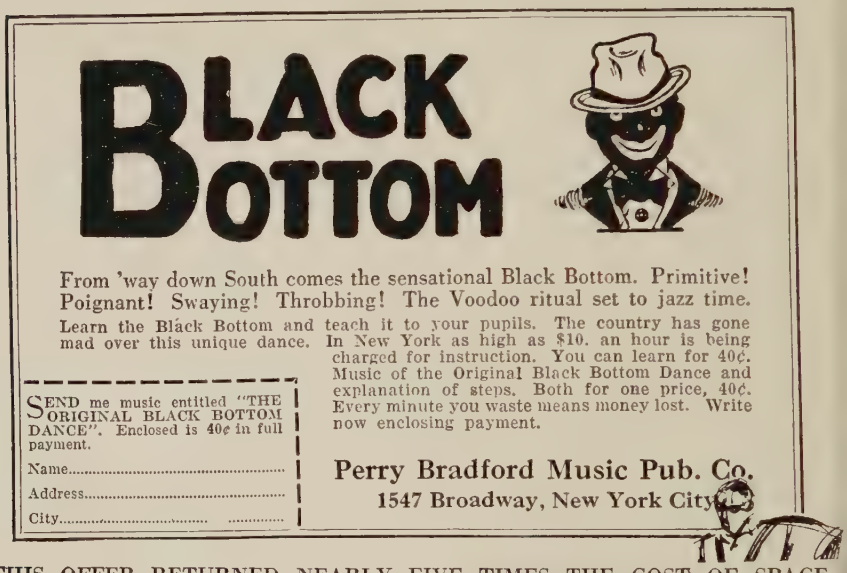
No use, however—for when Ann Pennington gives her own inimitable version of any dance that dance is made. Miss Pennington started stamping around the stage of the "Scandals" to the music of "Black Bottom" just three years ago. And that was that. The dance spread like wildfire. Songwriters everywhere spun weird rhythms inspired by "the black, black bottom of the Swanee River."

Months later Atlanta, Georgia, laid tardy public claim to the sensational dance, repudiating the Swanee River mud myth and giving the disappointingly mild explanation that "Black Bottom" originated in the lowland negro quarter of the city which had for years gone by that name. By then, however, "Black Bottom" was at the crest of its popularity—and who cared where it had come from, so long as it was here?

Dancing teachers everywhere were profiting by the intricacy of the new steps, at so much an hour. Yet the steps themselves were not so difficult—it was the verve and abandon of the thing that came only through practice. The Perry Bradford Music Publishing Company

decided that the steps could be easily explained on paper, in combination with their own Black Bottom music.

An eighth-page advertisement in *The Dance* magazine last December featured the magical words "Black Bottom" accompanied by


BLACK BOTTOM
From 'way down South comes the sensational Black Bottom. Primitive! Poignant! Swaying! Throbbing! The Voodoo ritual set to jazz time.
Learn the Black Bottom and teach it to your pupils. The country has gone mad over this unique dance. In New York as high as $10. an hour is being charged for instruction. You can learn for 40¢. Music of the Original Black Bottom Dance and explanation of steps. Both for one price, 40¢. Every minute you waste means money lost. Write now enclosing payment.
SEND me music entitled "THE ORIGINAL BLACK BOTTOM DANCE". Enclosed is 40¢ in full payment.
Name.....
Address.....
City.....
Perry Bradford Music Pub. Co.
1547 Broadway, New York City

THIS OFFER RETURNED NEARLY FIVE TIMES THE COST OF SPACE

the grinning, caricatured face of a typical negro "hoofer." This display, although eye-attracting (as it was intended to be) was not sensational and the copy, compared to its subject, was ultra-conservative in tone. But by that time, apparently, the "Black Bottom had advertised itself from one end of the world to the other. Eskimos crawling out of their igloos to investigate the winter's mail were reading about it—and deploring the lack of dancing school facilities in the far north. Wild West Indians were deciding that their traditional dances had become passé. Bonnie Scotch lassies were turning up pretty retroussé noses at mere mention of the Highland Fling. Everyone wanted to learn "Black Bottom!"

Returns poured in not only from this country, but from all over the world. Foreign stamps were on many envelopes—the British West Indies, Scotland, England, Sweden. Distant provinces such as Alaska contributed their quota. Teachers and students, professional dancers

and dance patrons availed themselves eagerly of the opportunity to become acquainted with the eccentric steps that were seen and talked of everywhere. And proprietors of dance floors whose props had already been weakened by the rhythmic tread of countless Charlestoning couples sighed partly in self-pity, partly in anticipation of profits to come, as they ordered "—a little more cement around the foundations, Bill."

Over six hundred orders were received from this one insertion.

* * *

ECONOMICS: "Black Bottom" craze creates thousands of eager aspirants to learn the dance.

MERCHANDISING: "Black Bottom" music and explanation of steps for the price of the music alone.

PSYCHOLOGY: Learn these popular steps quickly—easily—at little cost.

RHETORIC: "Atmospheric" lead developing into description of value offered.

ART: Bold display of subject of copy. Diminutive coupon.

FACTS AND FIGURES

Product: Dance Music
Price: 40 Cents
Space: One-Eighth Page
Medium: The Dance

Cost: $50
Sales: 612
Author: Advertising Service Bureau
Macfadden Publications, Inc.

CASE 18 F

College Campaign Lures 237 Printers

Straight-from-the-Shoulder Talk Is Sometimes Appreciated

"HEY Jerry, mix me some mud."

"Aw, Mr. Schultz, it's quittin' time."

"I don't give a darn . . . and when you've done that, finish up the stick of 471 you just hid behind those chases . . . ! No . . . apprentices aren't what they used to be . . . in my day . . . "

Yet the Carnegie Institute of Technology had the unmitigated nerve to try selling a *college career* to those devilish printers' devils!

And what is more they succeeded!

Reminisce the bold authors of this sortie: "It was not the apprentices themselves to whom we talked directly. The language and the appeal were couched to those who could be either our deadly enemies or our powerful allies, who could comprehend the reasoning of our story, who had the all important influence upon our prospects—in other words we talked to the master printers."

The advertising literally took the bull by the horns. No gingerly beating about the bush here. The very simplicity, the very frankness of the copy was staggering in its brazenness!

And evidently it staggered many a callous master; caused him to speak sharp words of advice to his shivering apprentice. For the series of 5 insertions produced 237 information requests from youngsters anxious to know what relationship Greek letter fraternities bore to pied type!

* * *

ECONOMICS: Masters aspire to quality production. Lack of well trained workers. Suspicion of college's practicability. Modern education confronting one of the last strongholds of old fashioned conservatism.

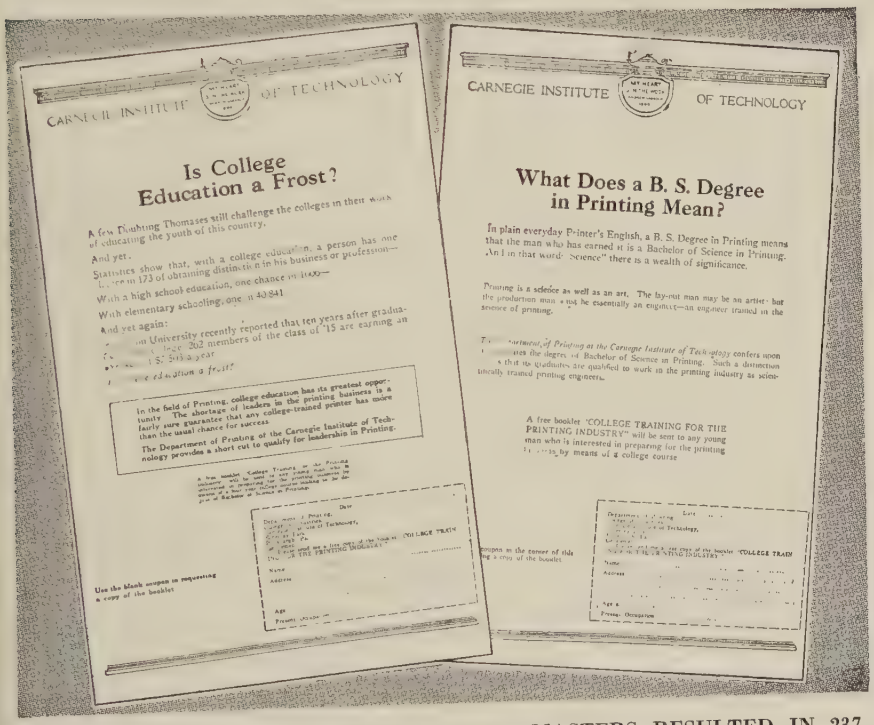
MERCHANDISING: College develops quality workers with practical training.

PSYCHOLOGY: Pride of profession.

RHETORIC: Expository, simple, dignified.
ART: Almost bisymmetric layout of type.

FACTS AND FIGURES

Product: College Course
Space: 5 Page Insertions
Medium: United Typothetae Bulletin
Circulation: 5,400
Inquiries: 237
Author: R. S. Clark


CARNEGIE INSTITUTE OF TECHNOLOGY
Is College Education a Frost?
CARNEGIE INSTITUTE OF TECHNOLOGY
What Does a B. S. Degree in Printing Mean?

A STRAIGHTFORWARD APPEAL TO THE MASTERS RESULTED IN 237 COUPONS FROM THE APPRENTICES

CASE 19 F

Four Months' Enrollment in One, Through Art School Copy

"Success" Advertising for Artists' League Brings Cost Per Inquiry to Less Than $1

THE well-known sport of passing along information regarding the sensational advertising rates of the *Saturday Evening Post* (awe-inspiring to the layman) is now almost equaled by the pastime of relaying tales about the fabulous sums earned by commercial artists. One member of the drawing class at grammar school has happened to overhear a conversation about advertising art, and broadcasts an improved version.

"My uncle's a *real* artist. He draws pitchers for ads in the paper and he gets twenty-five dollars for some of them. But he says he wished he was some woman named—named Elsa McMahon or something like that, 'cause then he'd get about ten thousand dollars for just one pitcher."

And immediately, in a round dozen of young breasts awakens the desire to become an advertising artist—and a millionaire.

Members of the class who earned a facile "A" opposite the words "Freehand Drawing" on their report cards are very often the ones who abandon at least the first half of that ambition as they go out into the world. The pupils who received a hard-won "B" or "C" sometimes, by sheer force of tenacity and ambition, become successes in the very art that baffled them at first.

Such was the conclusion of the Artists' League of Pittsburgh at least, after some years' experience with students of commercial art. It was felt that a knowledge of this fact might prove an incentive to some of the "B" and "C" pupils to keep on trying—and to come to the Artists' League for the necessary training.

Previous advertising had been directed at art students proper. The series of four new advertisements promised a successful future, the fulfillment of some of those youthful dreams, for any one, man or woman, who would apply himself, and said specifically: "Any

How to Read Your Future

EVERY person — young and old — wants to know the future; whether or not there's good fortune coming.

WE don't know of anybody who can peer into and read the future—but we do know that any person, young or old, can prepare him or herself for a very certain prosperous career through a training in COMMERCIAL ART.

HOW do we know it? Simply by the immediate and continued success of our graduates. Young men and women, also men and women of mature years, with no marks of the artist about them except an interest in art and determination to improve their opportunities. Our practical method of instruction, successful artist instructors, use of living models instead of casts, real advertising art problems, do the rest.

IF you are in a rut, cannot foresee a future for yourself—are interested in ART—come and talk it over with us, see our equipment, the work of former students when they entered and after only a few months. Day, evening, Saturday morning classes. Home-study course. Opportunity to sell your work and earn your expenses after first year. If you can't call, write for catalog.

Newspaper
Magazine
Illustrating
Posters
Lettering
Show Cards

SEND NOW

Artists' League of Pittsburgh,
519 Sixth Ave.
Pittsburgh, Pa.

Please send me illustrated catalog—and information about the day, evening, Saturday morning, home study courses (check one).

NAME .....

ADDRESS .....

THE 55 COUPONS MAILED IN WERE IN ADDITION TO AN UNCOUNTED NUMBER OF PERSONAL CALLS

one can be prepared for a very certain prosperous career through a training in Commercial Art. How do we know it? Simply by the immediate and continued success of our graduates—young men and women as well as men and women of mature years, with no marks of the artist about them except an interest in art and determination to improve their opportunities."

To the youngsters whose world is still a maze of possibilities this theme might not have quite the appeal that it has for those a few

years further away from school. Most workaday occupations seem humdrum and unexciting eventually, especially when a drab middle age looms unexpectedly close. The prospect of finding romance as well as prosperity in everyday work is most enticing then! . . . Statistics as to age and previous occupation on the inquiries from this advertising should be enlightening.

The first insertion published in the morning paper, produced 55 coupon inquiries and an untabulated number of calls. The series, published in two local newspapers, accomplished the largest enrollment in the Art League's history—in one month instead of the usual four.

It is interesting to note that, although this advertising appeared in daily papers, and should, according to precedent have a relatively short life, the Artists' League reports eight months later, that it is still producing an average of four inquiries a month.

* * *

ECONOMICS: Many people would like to become artists if encouraged to believe that they can.

MERCHANDISING: Practical course of study, self-supporting after one year.

PSYCHOLOGY: Become successful at this easy, pleasant work.

RHETORIC: Exhortatory, sensational.

ART: Pen-and-ink illustration of "Nell Brinkley" type of art. Large coupon.

FACTS AND FIGURES

Product: Art School Course
Space: Four 14-inch Insertions
Media: Pittsburgh Morning Post and Evening Press
Inquiries: At Cost of Less Than $1
Sales: Largest Enrollment in History in One-Quarter the Usual Enrollment Period
Author: Frank H. Ramsey

CASE 20 F

Initial Dancing Course Ad Brings 690 Inquiries

Vestoff Proves That Geography Need Never Interfere With Art!

BEFORE the War, our sons sailed to Paris to study chiaroscuro . . . while our daughters continued on to Petrograd to study choreography. Close by the Palace of the Czar, these fortunate maidens of wealth or talent caught inspiration from the mysteries of the Russian Imperial Ballet.

When the Government moved to Moscow, however, all the fragile flowers of this other and better world fled to the land of the gold and the home of the profiteers.

Now, Art in Europe had been interesting to read about in Sunday supplements . . . but Art in America began to take space in daily papers.

Dancing school directories in Mr. Nast's publications began to swell delightfully. A new magazine, now known as The Dance, began to *sell* on the plebeian newsstands. In every metropolitan center, the exiles from Petrograd found their salons ever more crowded with bright young things from the houses on the hill.

Of course, the time came when someone thought about the great expanses on the map of the United States, unfreckled by these metropolitan centers. From this great unknown territory, now and again, pigtailed adolescents had emerged to write their names in electric lights high above the Great White Way. Census figures showed that still more of the coming generation must be living, moving, and having their being out in these impenetrable prairies.

"Customers for me, if I could bring them to New York," thought an emigré named Veronine Vestoff. But he knew that railroads still collected three cents before a mile of new scenery had skimmed by—just as well as he knew that potential talent must lurk in these great unknown wilds.

"*Voilà*, if they cannot come to me, why not I to them?" persisted Monsieur Vestoff. "Why cannot I put the wisdom of a lifetime into charts and words and music . . . and . . . yes, even into Victrola records!"

Now! —

You Can *Really* Learn at Home

Vestoff MASTER of BALLET Will Teach You

YOU who feel within you the budding urge of genius—you whose souls quiver to thrill the world. . . no longer need you be smothered under mediocre training —now you can study under one of the world's greatest maestros— Veronine Vestoff, himself.

The Vestoff-Serova School

In New York's exclusive Central Park district rises an exquisite granite temple. It is a bit of old Russia transplanted to the New World. Here M. Veronine Vestoff, whose genius transcends even that of his noted father, most famous teacher of Plastique movement in the 19th century, receives his pupils with all the pomp and ceremony that reigns daily in the Imperial Russian Ballet School.

Heretofore only those of independent means have been able to travel to New York and seek audience with the master. Now his wonderful technique, his immutable method, even his amazing personality are available for your instruction in your own home at a veritable minimum of expense to you.

No Financial Backing Needed

M. Vestoff has long felt that many highly talented persons—many potential ballermas—must be smothered in the bud by lack of financial backing to come and study in New York. So now, in accordance with [illegible] to be [illegible] talented persons, *no matter where* [illegible]

Study at Home

After long labor, the Veronine Vestoff home study training plan has at last been [illegible] can watch yourself develop from a talented dancer to an accomplished artist!

progress [illegible] delightful ballet work! You can actually [illegible] lesson! Then you will learn folk [illegible]

Professional Touch Quickly Won

Under Veronine Vestoff [illegible] acquire the [illegible]

Two-Weeks' Free Personal Post-Graduate Instruction

Write now for the [illegible]

THE SECRETARY,
M. Veronine Vestoff,
Vestoff-Serova School,
47 West 72nd St., New York

Please send the new, [illegible] personal direction of M. Veronine, himself sent free and entirely without obligation.

Name.....

City .....

Veronine Vestoff

VESTOFF SEROVA
47 west 72 st. NEW YORK

FREE *Two weeks' post-graduate study under the personal direction of M. Veronine Vestoff, himself. See above.*

HIGH, FOR A CORRESPONDENCE COURSE, IS 690 BOOKLET REQUESTS FROM 50,000 CIRCULATION

No sooner spoken than written. After a series of battles in a perfumed, velvet study, the Monsieur emerged victorious, a complete correspondence course in classic dancing clutched grimly between thumb and forefinger.

The next job is yours, smiled the Master to his advertising counsel. Here is my course. Sell it!

Then began the third battle of the Marne. Appeal after appeal charged the mental citadel only to be annihilated. Finally, what proved to be a really victorious banner was raised over the battlefield.

The banner was to be the first ad of a campaign in The Dance magazine. No general claims or popular assertions had survived here. No wasteful exhortations to learn how to dance. The copy spoke directly to the point: "The Great Vestoff Will Come To YOU." The only illustration was the great Vestoff. The only other display was a return coupon for information.

Less than 25 days after this first advertisement had appeared, more than 690 inhabitants of the tall timbers had sent the coupon to New York. The campaign now continues, with each advertisement reproducing almost exactly the proved appeal of the first.

* * *

ECONOMICS: Ever broadening interest in ballet dancing as a profession and as an educational supplement. Dream of every dance devotee is to finally come to New York and study under the masters.

MERCHANDISING: The master will come to *you.*

PSYCHOLOGY: Achievement quicker, easier, and at far less expense.

RHETORIC: Expository, somewhat sensational. Note strong emotional lead and conclusion.

ART: Simple, bisymmetric; economical in use of white space.

FACTS AND FIGURES

Product: Dance Course
Price: $50
Space: 1 Page
Medium: The Dance
Circulation: 50,000
Cost: $600
Inquiries: 690
Author: Advertising Service Bureau, Macfadden Publications, Inc.

CASE 1 G

Timely Oil Heater Ad Lures 4,180 Visitors

The Situation Is Not Always So Simple—But—Why Cannot More Advertising Be Made Timely?

ONE day several autumns past, a gentleman in overalls and a gentleman in a frock coat decided to thumb noses at each other. The next morning, several million New Yorkers overslept—there being no urban roosters to inform them that old Sol had risen behind the pall of soft coal smoke.

Good citizens the country over followed the progress of the anthracite strikers, in the newspapers. But it took the blasé tribe of cliff dwellers to know what it was really all about.

Day in and day out, week after week, month upon month, blue sky and golden sunshine existed only in fourth grade geographies, for boosters of the five boroughs. Stay-at-homes who had read of Pittsburgh and London saved railroad and steamship fares—and were given an extra measure of local color as free premiums.

All winter was the atmosphere of the world's greatest city a dirty gray. So were wing collars, social stationery and schoolgirl complexions. Yea, the sophisticates ate smoke, breathed smoke, looked like smoke. Every chimney belched smoke, thick, black, slimy smoke that dipped and coiled and twisted through street canyons and nasal canals in un-anthracite-like fashion.

Anyone who has undergone the experience of having to stay after school and write one thousand times such gems as "It's an ill wind that blows nobody good" will appreciate the achievement of the Socony Burner Corporation.

A subsidiary of the famous Standard Oil Company, the Socony Corporation was in the business of making coal furnaces despised and oil burners desired. Alert advertising counsel recognized the coal smoke situation in New York as offering the merchandising opportunity of a lifetime.

They cannily awaited until the coal loving citizenry had had its

This Ends your Fuel Crisis!
WELCOME news for home owners! The Socony Arrow Oil Burner is here. No coal to worry about. No more furnace work of any kind. The Socony Arrow runs itself. No dirt, dust and gas. Just clean, even heat—at just the degree you want.
The Socony Arrow Oil Burner is listed as standard by the Underwriters Laboratories and approved by the Board of Standards and Appeals of the City of New York. It is absolutely safe. Eight years of development, perfection by the world's foremost oil experts, and two years of successful service prove its reliability. And responsibility is unquestioned. The manufacturer is a subsidiary of the Standard Oil Company of New York.
See the Socony-Arrow in actual operation at our new Direct Sales and Service Branch, 9 East Fortieth Street. Ask questions. Learn of our exclusive methods of installation and day or night service. Convince yourself that the new era of home heating has arrived.
Fits any type of residence heating plant, and can be installed at once without discomfort. Time payments arranged direct with the manufacturer if desired.
SOCONY BURNER CORPORATION
A Subsidiary of the Standard Oil Company of New York
Direct Sales and Service Branch
9 EAST FORTIETH STREET
Phone Murray Hill 8486
SHOW ROOM 26 BROADWAY PHONE HANOVER 8600
SOCONY
ARROW OIL BURNER
Proven successful through these branches
116 Main Street, HEMPSTEAD, L. I.
345 North Avenue, NEW ROCHELLE, N. Y.
59 State Street, ALBANY, N. Y.
26 Chenango Street, BINGHAMTON, N. Y.
895 Boylston Street, BOSTON, MASS.
187 Delaware Avenue, BUFFALO, N. Y.
1110 Main Street HARTFORD, CONN
Over two years of dependable service
NEW HAVEN, CONN
PROVIDENCE, R. I.
ROCHESTER, N. Y.
SPRINGFIELD, MASS.
SYRACUSE, N. Y.
WORCESTER, MASS.

4 NEWSPAPERS CARRIED THIS PAGE AND RETURNED 4,180 VISITORS TO THE SALESROOMS

fill of bituminous perfume. Then, one smoky day, a full page advertisement smiled out of the grimy news-sheets.

"Burn oil," might have been considered the obvious advertising statement. Surely, it would have interested a host of prospects. But no detail of the situation was overlooked: the tie-up was complete,

dramatic to the point. A handlettered headline of Gargantuan proportions bellowed: "This Ends Your Fuel Crisis."

Briefly, tersely, the copy offered relief from the worry of hunting for anthracite; offered a solution for the soft coal smoke dilemma; offered clean, even, attentionless, heating facilities.

Did it ring the bell? Within the same week, 4,180 prospects actually visited, in person, the Corporation's salesrooms. Telephone calls for information ranged from three to four hundred a day.

Who will deny that one of the big secrets of advertising success might well be timeliness? Every product with any chance for popular acceptance must satisfy a definite, current, consumer demand; let copy writers bear that in mind.

* * *

ECONOMICS: New York suffering from smoke and inability to obtain proper fuel. Coal long accepted as the standard source of metropolitan heating.

MERCHANDISING: This fuel (oil) always available; yet as efficient as the popular (once upon a time) coal.

PSYCHOLOGY: Peace of mind, at last.

RHETORIC: Brief, expository headline; descriptive copy, specific, concrete, factual.

ART: Bisymmetric layout, lavish with white space, for attention and *cleanliness.*

FACTS AND FIGURES

Product: Oil Burner
Cost: $1,000 (average)
Space: 1 Page
Media: Herald-Tribune—Sunday; Sun—Monday; Times—Tuesday; World—Wednesday
Circulation: 1,235,870
Inquiries: 4,180 Personal Calls
Author: Frank Presbrey Co.

CASE 2 G

$1,940 Page Sells $18,000 in Oil Burners

Copy That Strikes a Ringing Note of Honesty and Fairness Proves Once More Its Compelling Appeal

THE first automobiles were gazed upon by conservative folk with amazement well seasoned by suspicion and resentment. "What wild reckless contraptions are these, endangering the life and limb of peaceable citizens?" was the general query. . . . Promptly the powers that were in city and town put their heads together and enacted Laws for the public weal, to the effect that such weird conveyances should proceed over the highway at a speed not exceeding four miles an hour, appropriately heralded by a man walking before and waving a red flag.

Fuel oil burners for the home were, in their own way, almost as great an innovation as was the automobile. However, in this day of airplanes, radios, submarines and motorists to whom four miles an hour is a painful and profanity-inspiring Sabbath-day affliction, so mild an invention could not be expected to inspire a great deal of sales-promoting awe and opposition. People were interested. Another invention—well, well!

Not ever to worry about coal strikes, nor to have to shovel coal, nor to "coax the fire along," nor to hear those fateful words in one of life's darkest moments: "The furnace is out"—these were points that appealed immensely to the average homeowner. But on the other hand —Bill Jones had an oil burner put in, and he had a lot of trouble with it. It was noisy. It went out of order frequently. The thermostat arrangement didn't keep his house warm enough—or kept it too warm, one or the other. Fuel oil cost as much as coal—more! And what with one salesman trying to shout the other down, and each advertisement trying to outdo the other in enthusiastic claims, it was hard for a man to tell just what he wanted and needed most in an oil burner, and which he should buy, if any.

Such bewilderment invariably can be made capital in the pocket of the advertiser who is clever enough to forget the frenzied fever of

CHICAGO DAILY TRIBUNE: THURSDAY, OCTOBER 14, 1926 11

The Plain Truth *about* Oil Burners in the Home

An Invitation

—we do not expect people to buy the Hardinge except as the result of comparison and their own judgment.

—when you come to our factory sales rooms you will be given every facility to judge for yourself.

—our representatives are trained experts in dependable odorless, smokeless, practically noiseless and controlled home heating.

—a postcard or a phone call will bring literature or our engineer if you prefer.

SEE THE HARDINGE BEFORE YOU BUY

Visit Our New Home
Factory Sales *and* Service Office
S.E. Corner of
Michigan *and* Ohio
Just North of the Tribune Tower

from BUNGALOW to SKYSCRAPER

Telephone *Superior* 2173

HARDINGE FUEL OIL BURNER

Of vital interest to every home owner choosing or installing an oil burner. When an oil burner is purchased for an office building, a factory or an apartment, the selection is made by architects and engineers.

These men are thoroughly trained. They understand combustion and heating and are familiar with the various fuel oils and the mechanical equipment offered. They know what machines are doing.

The individual who wants a good oil burner, as a rule has no technical knowledge of burners; he is a comparative stranger. The heating of homes is a specialty. Even

Water and steam never goes outside their original boilers. He has to choose on a basis of performance.

It is to the interest of the heating contractor to place a burner that will give satisfaction, for without your satisfaction he wants none of it. He is entitled to your confidence.

Then in the [illegible] page. And [illegible] of burning wet coal, of the [illegible] we will not say anything [illegible] and expensive [illegible] to avoid are also before us.

A Wilderness of Claims

When you are reading [illegible] and [illegible] you are [illegible] From the hail [illegible] covering weak points hidden behind strong words—in a nutshell, deciding whether or not your money will bring back what you are trying to purchase.

What You Want

What do you want? Look at it this way:

All the [illegible] in the world [illegible] result [illegible] a good [illegible] in 20 above [illegible] and [illegible]

You want an oil burner, install it or [illegible] within 48 hours [illegible] a good living [illegible] in 20 above [illegible] and [illegible]

That is the result you are after.

The [illegible] question [illegible]

You [illegible] [illegible] [illegible]

This, in effect, was the message of Hardinge Fuel Oil Burners to the public of a great city, in an impressive full-page advertisement one October.

The not-to-be-missed headline inspired confidence at the same time that it aroused curiosity. Just what was "The Plain Truth About Oil Burners in the Home?" Could it be that there existed a manufacturer enlightened enough to tell the world what it wanted to know about this debated question?

The message that followed the headline was some 2,000 words long. Many advertisers would at once veto an editorial of this length. Nevertheless, it is a safe wager that every prospective purchaser of an oil heater who read the first paragraph followed through to the end. Every possible question that might have occurred to him was answered then, fairly and fully. He was told just what he needed and should look for in an oil burner, and how to go about getting it. "Investigate several well-known makes of oil heaters with these things in view," said the copy, "the Hardinge among them."

Hundreds of inquiries, $18,000 in directly traceable sales, and a large amount of good-feeling, not only from the general public but from competitive companies, resulted from this ad.

* * *

ECONOMICS: Many logical oil burner prospects deterred by doubts of practicality, etc.

MERCHANDISING: An oil heater comparing favorably with others.

PSYCHOLOGY: Crediting the prospect with common sense and initiative.

RHETORIC: Straightforward exposition, convincing, well phrased.

ART: Sensational headline and logotype. Dignified typography.

FACTS AND FIGURES

Product: Oil Burner
Price: Averaging $1,500
Space: Full Page
Medium: Chicago Tribune
Cost: $1,940
Sales: $18,000
Author: H. W. Kastor & Sons

CASE 3 G

84 Line Furnace Equipment Ad Pulls 63 Inquiries

Brevity and Concrete Facts from the Reader's Point of View

BACK from summer vacations, the minds of householders turn to the everlasting coal problem. Whether the annual summer strike has been among the anthracite workers or the bituminous workers or both or (so rarely) neither, the head of the family still sighs wistfully and sadly remembers his youth, when coal was five dollars a ton.

Because of strike or transportation costs or wages or whatnot, those days become increasingly incredible. They're just gone forever with four dollar shoes and twenty dollar suits and long skirts and pompadours.

So that . . . a headline in an ad published in September, when the melancholy coal-buying days draw near: "Coal Buyers, Cut Coal Costs," is absolutely intriguing. One certainly reads on from there.

"Install a Wing Blower and Save Money." The copy explains just how.

The Wing Blower is furnace equipment which supplies the necessary forced draft for combustion of small anthracite coal, commonly called Buckwheat coal. This coal, being small, packs down firmly on the grates when it is burned; consequently, the draft of the chimney is not sufficient to draw air through the fuel bed. Wing Blowers supplement the chimney draft by forcing air up through the grates and fuel bed.

The economy, of course, results because one is enabled to use effectively a substantially less expensive grade of coal than is practicable without the aid of this device.

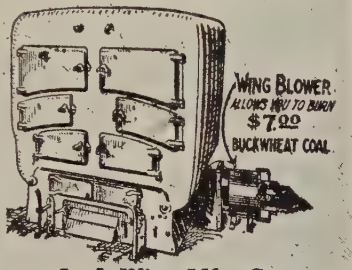
The ad which was so successful isolated and emphasized this selling-point of economy. There was no effort to explain in great detail the method by which these blowers operated. The probable savings were featured from the beginning of the copy to the end. "Save $6.00 on every ton by burning Buckwheat coal with a Wing Blower. . . Buckwheat costs only $6 to $8 a ton. . . . How many tons do you burn? Write for free illustrated booklet."

COAL BUYERS—*Cut Coal Costs!*

Install a Wing Blower and Save Money

Save $6 on every ton by burning Buckwheat coal with a Wing Blower! Buckwheat costs only $6 to $8 a ton. It is exactly the same coal as Stove or Nut, simply smaller in size.

How many tons do you burn? Figure for yourself what you can save by burning Buckwheat with a Wing Blower! Write for free illustrated booklet.



NO MORE TONNAGE REQUIRED

Every Wing installation is guaranteed to reduce coal bills and heat your building better with no greater coal consumption. If you burn over 25 tons, a Wing Blower will pay for itself in a few months. Write for more information.

L. J. Wing Mfg. Co.,
353 W. 18th St., New York City.
Tel. Chelsea 0027.

Please send free your booklet on Wing Blowers for burning low-cost Buckwheat Coal.

Name .....

Address .....

$1.55 IS A LOW INQUIRY COST FOR A $2.50 PRODUCT

Were city householders and apartment house owners intrigued? Sixty-three of them—live prospects all, wrote for complete information.

* * *

ECONOMICS: The coal bill is a serious matter, due to high price of standard sizes.

MERCHANDISING: Machine permits use of economical sizes.

PSYCHOLOGY: Save costs.

RHETORIC: Specific, deductive presentation of "psychological" appeal.

ART: Forceful headline typography.

FACTS AND FIGURES

Product: Electric Blower
Price: $250 to $300
Space: 84 Lines
Medium: New York Times
Circulation: 400,000
Cost: $67
Inquiries: 43
Author: C. F. Smith

CASE 4 G

Home Painting Campaign Brings 5,000 Inquiries Monthly

Special Sub-Campaigns, Aimed at Special Markets, Push New Prospects Into Action

THE family boasts three painters: Daughter Janet, only 6 months returned from an art school near Paris. Busy Mother, still studying the dynamics of color at the local department store's "modern" furniture exposition. And Father, himself, eternal student of the mathematics of keeping the old homestead presentable.

Daughter Janet learned a lot about paints from her teachers. They all said, "Use Devoe & Raynolds'." Go, yourself, into any art supply shop and ask for a tube of oils. You'll probably find that the label bears that famous name. Founded in 1754, "The First American Paint Maker" has long been the standard source of artists' colors.

Father's house paint?

Mother's furniture paint?

There, said the Devoe & Raynolds sales department, *are our potentially important markets.*

Began the inquiring dealer investigations; consumer questionnaires; executive conferences. From footwork, headwork, tonguework, evolved the Marketing Plan.

Exclusive dealer agencies would be appointed in each community.

Branch managers with salesmen staffs would be officed at geographically strategic points, to open and service these dealer agencies.

Each salesman would be given a handsome portfolio of some 89 colored display cards, collectively entitled: "The Devoe Paint Profit Plan."

Prospective dealers would be shown therefrom:

1. History, facilities and products of the Company.
2. Statistics on home paint consumption, present and potential.
3. Advertising plans to move paint stocks.
4. Agency agreement by which the Company would guarantee to increase the dealer's sales by a definitely stated percentage,

in return for the dealer's concentrated sales pressure on Devoe products.

Local outlets gained. a strong advertising campaign would be instituted to move the dealer's stocks and so live up to each local sales increase guarantee.

For the year 1928, these advertising steps were initiated:

1. A special color campaign to women on lacquer for home painting.
2. A special color and black-and-white campaign to men on house painting.
3. A special black-and-white campaign to professional painters.
4. A newspaper mat series to be run by the dealer over his own name.
5. A direct mail series to be sent out by the dealer to his prospective-customer list.
6. Descriptive folders, leaflets, color cards, sample and display racks for dealer use.

The locomotive to haul this invincible sales juggernaut, obviously, was the pair of consumer campaigns that would blast the Devoe message into every city and cross-roads village.

Here was the golden opportunity to dislodge the bowlder of consumer inertia, send it bounding down the highways of the nation, into a host of paint stores to sweep the Devoe stock off the shelves.

With the idea of stimulating *definite* action—*immediate action*—the twin campaigns were prepared.

Each was concentrated in a medium that would carry it to its special audience.

The copy was practical, factual—written, as it were, with a paint brush rather than a pen.

A bold coupon concluded each advertisement, strongly suggesting direct inquiries to the Company for further information.

Each inquiry was slated for prodigal-son treatment:

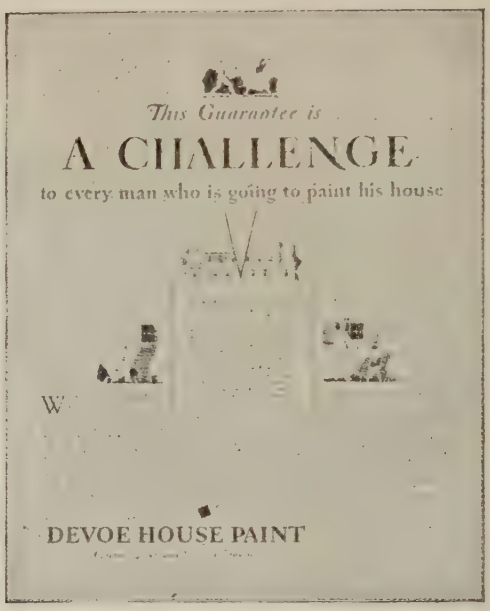
1. Acknowledgment by letter and booklet.
2. Series follow-up with letters and leaflets.
3. Post card from local dealer suggesting call. (Filled in cards sent through Branch offices to dealers for mailing.)

What were the advertisements . . . the actual Big Berthas, themselves, that were to blow the prospective consumers into Dealerdom Come?

The campaign to Mother was obviously conscious of her interest in this "modern" colored interior decoration idea.

She had proved herself susceptible to peach-toned saucepans, old-rose refrigerators and baby-blue bathtubs. What could be more alluring than great four-colored illustrations of bed and other rooms that bowed not to the rainbow?

Yet, not one of these advertisements to Mother rested its case on the pretty picture. At least half the virgin white space was given over to the complete story of Devoe Lacquer for floor and furniture painting. First, the idea of lacquer: quick and easy for coloring the household. Second, the superior qualities of Devoe Lacquer. Third, the artistic color effects obtainable through Devoe's facilities as paint maker to real artists. Final-



FROM THE SERIES DESIGNED FOR MEN

CAPITALIZING THE RECENT VOGUE FOR COLOR, DEVOE & RAYNOLDS ADVERTISED THEIR LACQUER TO WOMEN IN A SERIES OF FOUR-COLOR PAGES

ly, a coupon offering a free booklet—not on Devoe Paints—but on "*Interior Decorating*!"

The copy formula was designed for success. So, intelligently enough, it was repeated in its entirety in each advertisement.

The advertising angle used on Father was as different as the much abused old gentleman, himself.

Mother bought with her eyes; but Devoe knew, Father kept his best one close to his pocketbook.

Thus the black-and-white campaign on housepaint sparkled the long green from its copy.

Here were all the Devoe special features of convenience and durability. But instead of emotionalizing the lead in chiarascuro, it put its heart throb in dollars-and-cents.

One of the advertisements was given over to this sales song—which was thenceforward featured in each and every insertion:

"81 WORDS STRONGER THAN A THOUSAND ARGUMENTS

"Paint half your house with Devoe Lead & Zinc Paint and paint the other half with any ordinary paint you choose. If Devoe Lead & Zinc Paint does not take fewer gallons and cost less money per job, we will make no charge for Devoe.

"If Devoe Lead & Zinc Paint doesn't wear one or two or three years longer—longer and better—we will give you free of charge enough Devoe Lead & Zinc Paint to repaint your entire house."

Accompanying copy told the salient features of Devoe Paint—explained why Devoe was able to make this sensational guarantee, suggested instructions to the painter *and* with a large, inviting coupon, prompted the immediate action of writing for a "Free Booklet on House Paint."

Paraphrasing a worthless slogan, Devoe might well say, to-day: "It pays to specialize."

From these two separate campaigns, going to some 5,000,000 circulation monthly, the Home Office has been receiving in excess of 5,000 booklet requests monthly.

Which, referred to dealers who are probably experiencing a far

greater *direct* reaction to themselves, is a potential paint business enormous enough to make the promise of the Devoe dealers' "Paint Profit Plan" come true.

* * *

ECONOMICS: 1. (Mother's): Modern interior decoration calls for colorful furniture.
2. (Father's): House painting is an expensive undertaking.

MERCHANDISING: 1. A lacquer for quick, easy furniture painting.
2. A house paint that costs less and lasts longer.

PSYCHOLOGY: 1. Beautiful interiors.
2. More economical house painting jobs.

RHETORIC: 1. Descriptive, colorful, gracefully expressed.
2. Concrete, technical.

ART: 1. Four color illustrations. "Modern" illustrative technique. Decorative coupon.
2. Display confined to large headline and panel of guarantee. Typographic arrangement dignified, bisymmetric.

FACTS AND FIGURES

Product:	1. Lacquer 2. House Paint	*Circulation*:	1. 2,235,488 2. 2,823,030
Space:	1. Six 4-Color Pages 2. One 2-Color Page; 10 Black-and-White Pages	*Cost*:	1. $60,000 2. $89,500
Media:	1. Woman's Home Comp. 2. Saturday Evening Post	*Inquiries*:	5,000 Monthly

CASE 5 G

$20,000 Apartment House Campaign Rents $620,000 Apartments

Tudor City Sells Accessibility, by a Sophisticated if Round-about Route, with Results That Are Almost Fabulously Successful

MANHATTAN ISLAND is an extremely limited area, with an apparently illimitable population. It has expanded upwards. It continues to expand upwards, as fast as is practicable. It expands outwards—its daytime residents spill over Brooklyn, Long Island, Westchester, North Jersey. The hardships of a commuter's life, subject for vaudevillian's mirth these several decades, are no less actual for that reason.

In an effort to lessen wastage of Manhattan's few acres actually available for residential purposes, various ambitious projects have made real estate history. The reclamation of Greenwich Village, one-time resort for indigent artists, nowadays residence of the prosperous with a penchant for the picturesqueness of fine old houses (expensively remodeled) is one of the best known of these projects.

The successful sale of the Tudor City idea is the newest chapter in this story of popularizing districts in New York unheard of, residentially, for a hundred years.

Tudor City was built recently by the Fred F. French companies at the very fringe of Manhattan, between Fortieth and Forty-fourth Streets, on the East River. The East River midtown section, left to immigrants and dockhands since Revolutionary heroes had country-houses there, was "discovered" by a Vanderbilt and a Morgan four or five years ago,—and several small smart colonies have grown up there, at Sutton Place and Beekman Place, and thereabouts.

But Tudor City is the first large group of absolutely modern apartments, "built in the Park Avenue manner, with more attractive rentals" in this section. Real estate operators shook their heads. There were certain so obvious difficulties in selling the idea of an apartment house by the banks of the East River. At first glance, it seemed to be

a totally inaccessible district, no near subway, no public buses, casual crosstown streetcar service.

The advertising campaign, however, turned this liability into an asset. By suggesting a simple, if in New York unusual, method of transit—they discounted in advance all these things.

"A five minutes' walk from the Grand Central" . . . The whole amazingly successful drive to rent Tudor City apartments was built around that idea.

New Yorkers of course live and die with their traffic problem. Mayors may come and go, subways may be under construction without end, but the congestion of traffic gets worse and worse. Then, said the Tudor City advertisers, here's an ultimate solution. Live within walking distance of wherever you want to go. "Within easy reach of the shopping district, the theatres, the new uptown business area."

The advertising campaign began March 1. Apartments were to be ready for occupancy September 1 and October 1. Total cost of advertising up to September 1, was $20,000. (Total yearly rent roll of Tudor City apartments runs to $1,000,000.)

The number of inquiries traceable to this advertising up to September 1, *was* 3,570. *The number of*

Over 265 families Are going to make their day 2 hours longer...

They are going to live in Tudor City only three blocks east of the midtown business zone You can do the same and walk there in 4 minutes Realize what this means in time saved, in energy conserved for productive efforts You don t need to let subway rides to and from the office devour two hours of your every working day They're a drain on your health and earning power that can be stopped

So important is this that these 265 families have already leased apartments in Tudor City This includes business executives, private secretaries, doctors, salesmen, etc , to whom more time means more money and more health They were quick to see the potential value of about two hours saved each day. Surely your judgment is as keen as theirs Investigate Tudor City today

Park Avenue standards at lower rentals And the famously efficient service accorded to all buildings under the control of the FRED F FRENCH COMPANIES

The Manor, cozy apartments with small but fully equipped kitchens Prospect Tower, hotel apartments Ready in September 1 to 4 rooms, from $1000.

LIVE IN
TUDOR CITY
AND WALK TO BUSINESS

FRED F. FRENCH MANAGEMENT CO., Inc.
350 Madison Ave. at 45th St. Vand. 6320

Please send me floor plans, rent schedules and descriptive booklet of Tudor City

Name. _____

Address _____ *Phone* _____

ACTUAL INQUIRIES FROM THE SEVEN MONTHS' CAMPAIGN TOTALED 3,570; LEASES TOTALED 325

apartments rented from these inquiries was 325. *Their total rent-roll was* $620,000.

By September 1, 60 percent of the apartments were rented—more than were completed. Through September, inquiries as to the apartments averaged 150 daily, with an appreciably larger number on Saturdays and Sundays.

* * *

ECONOMICS: Desirable modern apartments within easy reach of shopping, theater, and business districts of New York are extremely rare. These new apartments in unfamiliar territory.

MERCHANDISING: A group of apartments in a convenient locality.

PSYCHOLOGY: Pleasanter living—with the traffic problem eliminated.

RHETORIC: Inductive presentation of "psychological" appeal. Breezy, colloquial, with sympathetic humor.

ART: One illustration of Tudor City, or New York; one hand-drawn headline; one box of type; one bold logotype and slogan.

FACTS AND FIGURES

Product: Apartments
Prices: $875 to $3,100 (Yearly Rentals)
Media: New York Times, Herald-Tribune, World, and New Yorker
Cost: $20,000
Inquiries: 3,570
Sales: 325 Apartments Rented. (Rent Annual Total $620,000)
Author: Huber Hoge

CASE 6 G

Real Estate Page Brings Quick $4,500 Sale

The Appeal of a Picture, Plus Simplicity, Outweighs Many Adjectives

IT was in the days before the Serpent—mentioned in newspaper headlines as a hurricane—had entered the Garden of Eden—known to all except real estate operators as Florida. Up North, where breezes held a hint of coming chill, the man who spent last winter in the South was thumbing over the pages of his favorite magazine.

"Miami again this year, or shall we try that new place, Hollywood?" he asked his wife—then forgot to wait for her answer as a new page of fascinating photographs caught his attention.

"That certainly is a beautiful country, and a wonderful climate!" he rhapsodized. "I'd like to have some money invested there."

Recommenced the same debate that had been gone over a hundred times. His wife was possessed of a cautious disposition. She had heard tales of grievous losses as well as fabulous gains. This time, she completed a masterly summing up of the real estate situation in Florida with the statement:

"I'll admit I'd like to have a share in some business in Florida, although I don't want to do any speculating in land. It's too risky. . . . Now, a fruit farm would be nice to own. They grow such wonderful oranges and grapefruit in Florida, and there's *such* a demand for them. Why, we could use a lot of them right here at home, ourselves!"

Far from such purely domestic considerations was the man of the family, as he gazed at photographs of sunlight throwing palm fronds into black contrast against dazzling skies, sunlight dancing on blue waters.

"It's the sunshine that's so marvelous," he murmured. "It would grow anything—date palms in Alaska. I'd like to have my share of the profits from that sunshine."

An attitude typical of many "states of mind" about the State of Florida was this, decided advertising counsel for the Taylor Alexander Properties, Incorporated. Thousands of potential investors who

A FLORIDA Banana Plantation

Of course you are interested in Florida and in the sound investment our state affords—in an industry that supplies a human need.

Buy a 5 ACRE banana plantation and share in the large returns from growing Cavendish bananas in the fertile Peace Valley, Winter Haven.

We set out your plantation and give it six months' free care. At the end of this period we will sign a contract to continue this care and market your crops for 15% of the net crop receipts.

The investment is small—the terms convenient—the returns large and regular.

For interesting literature sign and mail the coupon.

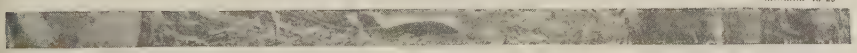
TAYLOR ALEXANDER PROPERTIES INC.

WINTER HAVEN, FLORIDA

Name .....

Address .....

Sunland 10-25



8

50 INQUIRIES FOR A $4,500 ITEM COST BUT $135

had visited Florida, who ardently admired its climate and possibilities of development and were otherwise in a receptive mood toward investing money there, had been frightened by stories of "wild-cat" real estate deals. They were hard-headed folk, more interested in a business that offered definite returns than in the sheer gamble of skyrocketing real estate values. Priding themselves on their practicality, they discounted the very qualities that allured them. Elaborate descriptions of scenic beauties and extravagant promises of profit aroused distrust as well as longing. These people were logical prospects for an attractive and practical proposition such as Taylor Alexander had to offer, if it could be presented in a way that stressed "profitable business" rather than "Florida investment."

The keyed page advertisement that was finally prepared for a Florida magazine sold the same things sold in other real estate advertisements—and more. It sold not only Florida land, but fertile land, on which banana trees would grow and flourish. It sold not only sunshine, but the ripe golden fruits of that sunshine, shown hanging in luxuriant clusters from the weighted branches of the trees in the illustrating photograph. For the conventional "Florida appeal" was presented pictorially, in the photograph of a banana plantation that formed the advertisement's background (psychologically as well as typographically speaking). The copy itself, little more than one hundred words in length, presented in simple and unpretentious dress the most practical side of the Taylor Alexander proposition. It sold a service that seemed designed to lift all cares—except those attached to an increasing bank account—from the shoulders of the purchaser of Taylor Alexander Properties.

"We set out your banana plantation and give it six months' free care," the promise ran. "At the end of this period we will sign a contract to continue this care and market your crops for 15 percent of the net crop receipts. The investment is small, the terms convenient, the returns large and regular."

It was an appeal to the conservative investor just described—the man who wanted a business-like proposition and a promise of tangible return before he invested his dollars in Florida sunshine. That it was a sound appeal is attested by the fact that fifty coupons were

returned from this advertisement, and that the very first inquiry received resulted in a sale of $4,500.

* * *

ECONOMICS: Investors particularly interested in Florida land and industries, but cautious about purely speculative investments.

MERCHANDISING: A sound investment.

PSYCHOLOGY: A romantic property.

RHETORIC: Simple, unpretentious and convincing.

ART: Dominating photograph.

FACTS AND FIGURES

Product: Banana Plantation
Space: 1 Page
Medium: Suniland
Cost: $135
Inquiries: 50
Author: J. A. Begg, Anderson Advertising Agency

CASE 7 G

Radical Real Estate Campaign Sells $195,000 in Homes

A New Illustration of the Advertising Adage, "When Old-line Methods Fail, Addressez La Femme!"

FROM time immemorial outraged feminists have complained that this is a man's world. Certainly it seemed to be so designed at one time; but as Milt Gross might express it, "Gredually is a himproofment!"

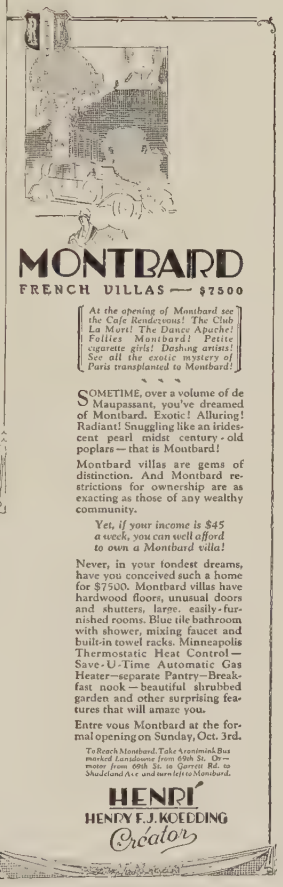
Most advertisers realized the change long ago. Even banks clambered down off their pedestals and advertised Women's Departments. The real estate dealers were, perhaps, the last to fall in line; and they, finally—

The fall of 1926 was the worst period of several years for Philadelphia real estate. Buyers were shy, wary and hard to corner; and real estate operators in general were heard to sigh and make gloomy remarks about the present administration.

Then—along came a new development, Montbard in Lansdowne, attracted 15,800 visitors in three days and sold $195,000 worth of real estate in an amazingly short time. National realtors' chorus: "How did they do it?"

The answer is simple. A new idea was courageously developed, and advertised in an entirely new way in newspaper society sections and women's pages exclusively. This does not mean that the advertising was read only by women! The idea that men go through these sections of the paper with their eyes closed is as out of date as the notion that women have no interest in the sporting and financial pages.

Montbard was a new "restricted community" development with architecture as French as its name: Small, harmoniously designed villas with every prosaic modern improvement, as well as those luxurious touches dear to feminine hearts and worth consideration even by men—hardwood floors, unusual doors and shutters, ample closets, blue-tiled bath with built-in tub, shower and towel racks, a breakfast nook. It sounds like a place you'd like to live in yourself, doesn't it?


MONTBARD
FRENCH VILLAS — $7500
At the opening of Montbard see the Cafe Rendezvous! The Club La Murl! The Dance Apache! Follies Montbard! Petite cigarette girls! Dashing artists! See all the exotic mystery of Paris transplanted to Montbard!
SOMETIME, over a volume of de Maupassant, you've dreamed of Montbard. Exotic! Alluring! Radiant! Snuggling like an iridescent pearl midst century-old poplars — that is Montbard!
Montbard villas are gems of distinction. And Montbard restrictions for ownership are as exacting as those of any wealthy community.
Yet, if your income is $45 a week, you can well afford to own a Montbard villa!
Never, in your fondest dreams, have you conceived such a home for $7500. Montbard villas have hardwood floors, unusual doors and shutters, large, easily-furnished rooms. Blue tile bathroom with shower, mixing faucet and built-in towel racks. Minneapolis Thermostatic Heat Control — Save-U-Time Automatic Gas Heater — separate Pantry — Breakfast nook — beautiful shrubbed garden and other surprising features that will amaze you.
Entre vous Montbard at the formal opening on Sunday, Oct. 3rd.
To Reach Montbard. Take Ironmink Bus marked Lansdowne from 69th St. Ormotor from 69th St. to Garrett Rd. to Shuckland Ave and turn left to Montbard.
HENRI
HENRY F. J. KOEDDING
Creator

FROM A $7,500 CAMPAIGN THAT ATTRACTED 15,800 PROSPECTS WITHIN 3 DAYS

But also, you'll say, it sounds expensive. Not at all. The villas, French atmosphere and all, were priced at $7,500.

The architectural motif was carried out in the advertising. Type and illustration had a Parisian *chic*, and the homes were sold to *Madame* like imported gowns and hats, with easily-understood French phrases and an infectious Gallic enthusiasm. She was invited to Montbard's ceremonial opening, and to an elaborate entertainment at the community's own night club rendezvous—Club La Mort. Features of the opening were the Follies Montbard, *chez* Apache dances and boulevard songs; and a display of Parisian fashions. If this isn't feminine appeal to the *n*th degree—what is?

Small wonder that the sales made in Montbard in a short time and at record-making low cost, exceeded the sales made over that period by thirty other Philadelphia realtors with offerings of $20,000,000—setting the real estate world agog.

Moral: When in doubt—*addressez la femme!*

* * *

ECONOMICS: Demand for well-planned small homes at low cost.

MERCHANDISING: Modern conveniences combined with exclusiveness at popular price.

PSYCHOLOGY: Romantic atmosphere and beauty appeal to women.

RHETORIC: Romantic "atmosphere" copy with feminine appeal.

ART: Decorative type and atmospheric illustrations.

FACTS AND FIGURES

Product: Real Estate
Price: $7,500
Media: Philadelphia News, Inquirer, Evening Ledger, Evening Bulletin, Sun
Cost: $7,500
Inquiries: 15,800 Visitors in Three Days
Sales: $195,000
Author: T. Ronald Allen

CASE 8 G

3 Real Estate Ads Draw 15,000 Visitors

If Commerce Killed Romance, It Would Be Matricide!

WHEN he was a very little boy, his teacher sent home a note:

"Dear Madam:

"I regret to state that your son is lazy and inattentive. Unless he is made to understand that he must pay strict attention like his fellow pupils, I shall be unable to promote him to the next grade. "Yours truly,"

The lad was not promoted!

How could he be like his fellow pupils? A dreamer essentially, how might mere arithmetic hope to compete with the beautiful things wheeling like so many butterflies through his imagination?

Still, he managed to grow to manhood! For his daily bread, he dealt in the essential things of life: broad acres to found families upon, stout castles to provide shelter. Plots of happiness taking shape here and there over the countryside.

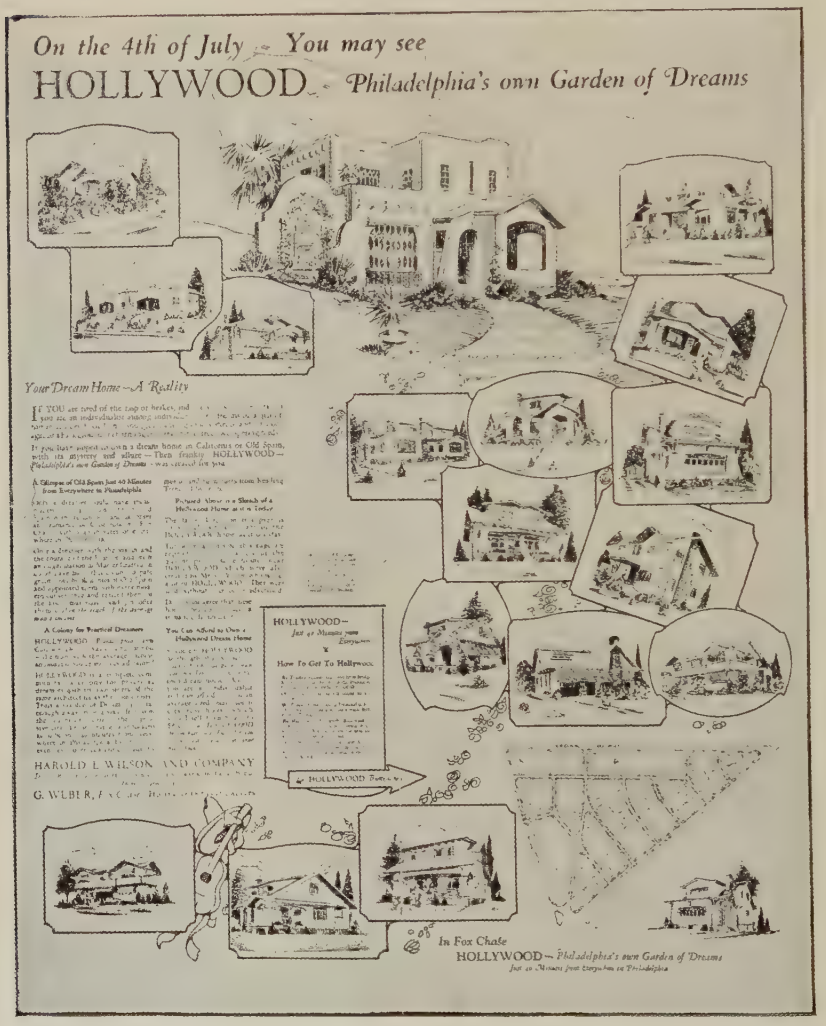
Then, one momentous day, the childhood dreams and more mature ambitions crystallized!

He would build a city. But such a city as teachers of arithmetic would never permit themselves to encourage. A dream city; with walls rising hazily like green spray upon the white cliffs of Albion; with purple roofs reaching away like Sierras into the distance. A city of garden nooks and gnarled vines, of golden sunshine and happy laughter and homes.

Home! An individual home! The dream of all men from all times. The eternal retreat of a battered world. After 3 o'clock, and incognito, of course, how could even a poor teacher of arithmetic resist such an appeal?

So spoke the real estate promoter to his advertising agent.

"On July 4th, this new city, Hollywood, will be thrown open to the public. Upon you will rest the responsibility for bringing the public there. I know my job. You know yours. I have planned my city.


On the 4th of July — You may see
HOLLYWOOD — Philadelphia's own Garden of Dreams
Your Dream Home—A Reality
HOLLYWOOD—
How To Get To Hollywood
HAROLD L. WILSON AND COMPANY
In Fox Chase
HOLLYWOOD—Philadelphia's own Garden of Dreams

FOUR NEWSPAPERS—3 INSERTIONS—AND 15,000 PEOPLE CAME TO HOLLYWOOD!

Now you plan your advertising. I don't wish to see a word of it until it has appeared in print."

With this wise carte blanche, the agency prepared three advertisements. Technically, they were "real estate" ads. Actually, they were human epics.

Fired by the promoter's ideals, they talked of the things that every one of us has always wanted—talked of them in a way that we would never have dared voice our thoughts—painted dream pictures of home that coincided so identically with our own starved visions, that resistance to their lure was impossible.

Who looked for the absent floor plans, lot specifications, or financial terms?—arithmetic is unsought by spellbound wanderers in Elysium!

No, they never questioned, but wandered right out to Hollywood on Independence Day, 15,000 of them, in their Fords and Packards, bringing eager mates and sunshine starved youngsters.

And within 48 hours, more than half the dream city had been sold!

* * *

ECONOMICS: The passing years find city life making more and more impossible the individual's desire for his own home.

MERCHANDISING: Homes—at a reasonable price—convenient to the office. (Note, order of appeals is reversal of the usual procedure.)

PSYCHOLOGY: Your own castle.

RHETORIC: Descriptive, imaginative, colorful.

ART: Large atmospheric perspective visualizations of homes. Copy set off by generous use of white space.

FACTS AND FIGURES

Product: Homes

Price: $6,000 to $8,000

Space: One Page, 296 Lines, and 296 Lines

Media: Philadelphia Inquirer, Philadelphia Public Ledger, Philadelphia Record, Philadelphia Bulletin

Circulation: 1,084,676

Cost: $4,200

Inquiries: 15,000

Sales: $500,000 (within 48 hours)

Author: T. Ronald Allen, Commercial Advertising Service

CASE 9 G

$37.62 Architect's Ad Attracts 175 Dollar Inquiries

How to Make Your Prospect Pay for the Privilege of Inspecting Your Merchandise

WHEN the nine hundred and seventy-ninth English tourist returned to his tight little isle and wrote the *London Times* that Americans were rushing themselves to death, said Americans began to sit up and take notice.

Began wholesale migrations to balmy Florida and sunny California. Travel reservations made Pullman porters and pacers of the quarter deck polish their brass buttons. Doubtful beaches and doubtless mountain sides sprouted building stakes. America decided to take things easier and undertook the operation with the usual American dispatch.

It was not unnatural that the pueblo-Spanish type of architecture indigenous to our siesta loving southland, should epitomize to Americans the last word in restful home comfort.

From the rock bound coast of New Hampshire to the primeval forests of Wisconsin have erupted bungalows and one-half of one percent mansions of what is known as the Spanish type.

Proving that professional men can also be good merchandisers, The Roy Hilton Company, architects of Long Beach, California, decided to specialize in Spanish homes.

The question was: how to tap the market?

Upholding their merchandising reputation, the Hilton Company prepared a beautiful picture catalogue of Spanish homes.

They advertised the booklet—not their architectural plan service.

A selling price of one dollar was set upon the catalogue to limit the inquiries to live possibilities.

But it did more. . . . It paid for the advertising and made a profit besides. One $37.62 ad herewith for instance, attracted 175 cash prospects!

ECONOMICS: Ever increasing general interest in Spanish home building that was first popularized by tourists and retired business men in Florida and California.

MERCHANDISING: We know Spanish home field.

"The Last Word in Good Architecture"
One of 60 "Spanish Homes" of California
FROM Hollywood, Beverly Hills, Pasadena and Los Angeles these fine homes have been selected as the best examples of Spanish influence. The eyes of the nation are now on this type of architecture, which Southern California architects have admirably adapted to modern building. This booklet contains 60 photographs, and 60 interior sketches and floor plans to meet all-climate conditions.
Ask your news dealer or mail check or money order for $1.00 to
THE ROY HILTON COMPANY
800 Kress Building, Long Beach, California
Plan Service and Special Architectural Designing

NO COUPON WAS NEEDED TO RETURN 175 DOLLARS FROM THIS $37.62 AD

PSYCHOLOGY: Find your ideal home here.

RHETORIC: Brief, descriptive.

ART: Photographic presentation of catalogue and sample page.

FACTS AND FIGURES

Product: Booklet on Plan Service
Cost: $1
Space: 48 Lines
Medium: Your Home

Circulation: 50,000
Cost: $37.62
Sales: 175

CASE 10 G

1,387 Seed Catalogues Distributed Without Cost

How to Avoid Free Offers by Recognizing the Marketability of Real Value

WIZARDS, sorcerers, and magicians sleep with knights, castles, and pilgrims in the pages of ancient history. One deathless sprite, however, was never told that men have become civilized learned, sophisticated. Gaily she still descends from Olympus once a year and dances in city canyon and country lane, changing shape with magical versatility, which has ever been the privilege of the immortals.

She is the Herald of Spring!

To the ragged urchin of stone streets she appears as the open street car, bright with new paint, barrierless and free as the summer breeze; trailing marbles and tops and visions of shoe-free toes.

To the countryman with frost-rimed boots, she appropriates the form of the first robin, ruddy on the R. F. D. mail box; leaving a wake of plow sharpening, harness mending and stock currying.

To the true homesteader, be his land limited by the confines of a row of flower pots or the walls of a sunken garden, she takes shape from the biting air, as a seed catalogue, flaming with all the sunset colors of printed flower gardens; endowing her worshipers with an irresistible impulse to grasp spade and trowel and turn up the rich, warm, sweet smelling soil.

Thousands of dollars tribute annually, do seed companies pay to this Herald of Spring. Fortunes invested that she may speed over the land calling "Awake! Look to your gardens. Look to your seeds. Spring approaches. Prepare!"

The catalogue is unquestionably the most important factor in the selling of garden seeds.

This fundamental was immediately recognized by those to whom the advertising of Germain's was entrusted.

But their business initiative was not blinded by the glow of ro-

Special Offering—

GERMAIN'S Giant Planting Guide

and

6 Trial Packets Flower Seeds

for 10c

ALL you have to do is tear out this ad, fill in the coupon and mail it to us with 10c and this remarkable offering is yours, postpaid—

Six trial packets of Germain's tested seeds—six of our most famous specialties: Mixed American Branching Asters, Mixed California Poppies, Giant Spencer Sweet Peas, Mammoth Mixed Zinnias, Straw Flowers and Cosmos

And the big book that comes with them free will prove your most valuable year-around aid in gardening and planting—richly illustrated, over 100 pages of helpful information on the trees, shrubs, seeds and bulbs of California—telling you how, when and where to plant them.

Mail the coupon today—because of a limited supply this extraordinary offering cannot last long.

GERMAIN'S

SIXTH AND MAIN - LOS ANGELES

GERMAIN'S C.C.3
Sixth and Main Streets
Los Angeles

Enclosed please find 10c for the 1926 Planting Guide and 6 Packets of tested flower seeds

Name .....

Address .....

and thoughtful acc
will choose the cabi
you like best.

WHILE all
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the cabinet you a
will get one with
of your things, fo
in size and in sto
of the cabinet is
goods and cereals
lower shelves are
drawers are for
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as six shelves whi
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when they are use
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equipment. Some
with broom holde
of shelves. Some
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age and broom c
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eral amount of
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CATALOGUE DIMES PAID FOR THE AD HERE

mance from their merchandise. The social aspect of their problem was apparent. What of the economic situation?

Making a study of the field, the Germain advertising men found that seeds and seed catalogues were being merchandised, generally, exactly as they had been a generation ago.

Every spring, the seed companies would put the final touch on beautiful, expensive catalogues. Then they would offer them free in beautiful, expensive direct mail matter and advertising pages.

"One of the big objections raised by economists to advertising as a business force," considered the Germain ad men, "is the free giving away of valuable material. On cutting down this waste, advertising practitioners will save fortunes for their clients and put the business of advertising upon a sounder basis. Concerns in many lines are stressing the value of their advertising material and are setting a price upon it—successfully. Why cannot this advance be made with benefit in the seed business?"

The idea was economically sound. Would it be practical?

"Our first duty," decided the admen, "is to make our advertising material really *valuable*. We will stress the beauty of the catalogue and the helpful information it contains.

"But let us make it a thoroughly practical and complete job. Let us give with the catalogue actual sample packets of seeds. Seeds and catalogue together will constitute tangible value and a complete selling story for Germain's."

In 196-line space, they offered the combination catalogue and seed samples at 10 cents.

Is there hope for economics as a science? Within less than 2 months, 2 insertions, costing a total of $116.14, had yielded 1,387 dimes. One thousand three hundred eighty-seven live prospects asking and paying for catalogues from Germain's.

Here, truly, was free catalogue distribution . . . but free to Germain's rather than to the prospect.

* * *

ECONOMICS: Flower growers look for seed catalogues each spring. Catalogues usually sent free.

MERCHANDISING: Extra valuable seed data, at 10 cents.

PSYCHOLOGY: Prove quickly what a beautiful garden you can grow.

RHETORIC: Brief; descriptive; technical; deductive in presentation of merchandise advertised.

ART: Carefully drawn illustration; deductive in presentation of catalogue offer; generous use of white space.

FACTS AND FIGURES

Product: Seeds and Catalogue
Price: 10 Cents
Space: 196 Lines
Media: Farm and Orchard Magazine, Country Club Magazine
Circulation: 192,934
Cost: $116.14
Sales: 1,387
Author: Philip J. Meany, Advertising Counsel

CASE 1 H

$200 Sawmill Wins 2,064 Inquiries in 8 Months

"Sawmill" Copy Is Pretty Slow—But "Cash" Copy Awakens Interest

DAVID GRAYSON'S first "Adventure In Contentment" almost started a second American Revolution!

The woodlot on David's newly acquired farm was one of the finest in the surrounding country. Oak, hickory, chestnut waved their green backed leaves. Yet David did the unforgivable.

"What! Hew down those proud monarchs?" he cried, aghast. "Never!"

This, of course, was plain heresy. The neighbors were rebellious.

"Why," the bolder ones insisted, "why those trees are worth money! Cut down into logs, they are worth hundreds. Sawed into suitable lumber they are worth thousands!"

And, although David neglected to mention it in his chronicle, the embattled farmers probably surrounded him at nightfall, and by the light of the fire, attacked him with volleys of advertisements from the American Saw Mill Machinery Company!

There was an era, of course, not so many years ago, when such indignation would be unheard of. Not always have America's farmers been so sensitive to the rights of woodlots. Time was when acre upon acre of forest snapped and crackled in the frost while the nation's producers hugged the stove and a Sears-Roebuck catalogue.

Those were the days when only "the big house on the hill" cut trees and sawed lumber throughout the winter. Only "the big house on the hill" would have been expected to indulge in such fancies. Such a thought for our average hard working farmer was as distant as a duty on tea.

When those large establishments that had scientifically reckoned the value of woodlot timber, wanted a sawmill, they looked through their trade papers. And saw the American Saw Mill Machinery Company's ad: "Sawmills, $200 and up." The price was good; the name well known; the sale was made.

Then, one day, a sensation stirred the modest success of the American Saw Mill Company.

A certain direct-by-mail folder had produced phenomenal returns.

Not only big farms, but little one man establishments all over the country had sent in their orders.

Cash from Woodlots
Read what others do, you can do the same
Irving Turner, Elnora, N. Y., "I am still running the American Saw Mill that I bought of you in 1913. I have sawed from 100,000 to 200,000 feet of all kinds of lumber every year since I have owned it. In 3½ hours I sawed 1,250 feet of black oak full of frost. I have never paid out a cent for repairs."
S. J. Eady, Crystal Springs, Miss., Sept. 11/12. "I have sold a No. 1 AMERICAN Saw Mill for fourteen months. It is the best investment a farmer can make. I give my hands work between crop times. I can have work at home all the time. Everyone that sees it says it is the most complete rig he ever saw. This mill is equipped with a 42-inch "American" saw and operated by a 10 H P gasoline engine average cutting 3,000 feet per day."
Jay F Orr, Mt. Airy, Md., "The No 1 Saw Mill I purchased from you has certainly come up to all that you claimed and has exceeded my expectations. It is the lightest running Mill I have ever seen. I have 6 H P Gasoline Engine, 46 inch Inserted Tooth Saw. have been sawing logs 15 feet long and 24 inches in diameter and cut over 2,000 feet per day with ease."
Isn't it about time that woodlot you've been paying taxes on for years started to earn its keep? Here's a simple way to turn its timber into ready cash.
Get one of our eight sizes of American Saw Mills, hook it to your small engine or tractor and, without previous experience, you can quickly turn your woodlot timber into lumber, and from lumber into cash.
Your neighbors will want sawing done—at a nice profit to you. First thing you know your "American" will be paid for, a nice balance in the bank and, like thousands of other "American" owners, you'll be established in a permanent, profitable business for your slack season months.
Write for our free booklet which tells you how to start.
Manufacturers also of trimmers, planers, bolters, lath and crating machinery
AMERICAN SAW MILL MACHINERY COMPANY
000 Main Street
Hackettstown, N. J.
Tractor Special No. 1 American
"American" Saw Mill

THESE ADS SOLD THE SAWMILL IDEA TO 2,064 NEW PROSPECTS

The folder was investigated.

After long research, a clever advertising technician announced his opinion:

"Our previous advertising has had one noticeable characteristic. It has been constructed upon lines of *deductive* logic. It says, in effect, 'Sawmills $200.' This folder on the other hand, uses *inductive* logic. It says, in effect, 'Make money from your woodlots.'

"Here, gentlemen, are thousands of small farmers all over America, who rightly constitute our big market. They are not attracted by 'Sawmills, $200,' but they are thrilled by 'Make money from your woodlots!' "

The reasoning was sound. So advertising policies were revised.

Seven insertions were prepared and scheduled in a list of farm papers.

In one season, from this campaign alone (no salesmen were ever used) over 2,064 *farmers wrote in about the sawmills.* Actually, the American farmer's winter has been revolutionized.

* * *

ECONOMICS: Few farmers had ever considered their woodlots as an immediate source of revenue. At this time, the agricultural industry of the country was suffering from depression. Farmers needed cash.

MERCHANDISING: An inexpensive sawmill.

PSYCHOLOGY: Money awaiting in woodlots.

RHETORIC: Expository, neighborly.

ART: Simple; bisymmetric; strong display; economical use of white space.

FACTS AND FIGURES

Product: Sawmill
Price: $200 and Up
Space: 3,346 Lines
Media: Successful Farming, Country Gentleman and Others
Circulation: Totaling 26,110,000
Cost: $9,203.20
Inquiries: 2,064
Author: Joseph Richards Company

CASE 2 H

$256.70 Farm Cultivator Ad Attracts 405 Inquiries

Sympathize Intelligently with the Prospect's Point of View and the Successful Advertisement Writes Itself

CAPITAL instituted the tariff on raw materials. Labor put over the tariff on raw humanity.

As usual, the farmer pays. Manufactured goods now cost most of his profits. Hired hands appropriate the rest.

Yes, the farmer is thinking hard about saving. And the best way an advertisement can begin is to discuss what your prospect is thinking, reasoned the ad counsel for the Harriman Manufacturing Co. of Harriman, Tennessee, makers of Fowler Fast Working Cultivators.

So Harriman advertising ceased trying to make the purse pinched farmer buy cultivators—apparently. It sympathetically headlined information about saving.

Tempting technical descriptions were stored in the tool house for the season. Serious discussions of farming economy filled expensive white space. Was the expense justified?

What straight cultivator advertisement of similar cost has made 405 tight-fisted farmers dig down in their overalls and send a dime apiece for more information about the product! The catalogue, cleverly entitled "Farming for a Profit," together with local dealers closed nearly 40 percent of these inquiries!

* * *

ECONOMICS: Farmers financially hard hit. Thinking of saving, rather than of purchasing.

MERCHANDISING: These cultivators work fast. (Standard idea behind *all* Fowler selling efforts.)

PSYCHOLOGY: More profits. (Special adaptation of merchandising idea to fit current economic conditions.)

RHETORIC: Simple, rich in agricultural diction.

ART: Occult in balance; economical with white space; crude, "earthy" typography.

Saved the Cost of 25 Extra Mules

"We expected to buy 25 mules but instead bought 25 Fowler Cultivators," say Bobo Bros., in telling of cost cutting methods on their Lyon, Miss., plantations. "Now we are using 100 more Fowlers."

The improved new Fowler saves mules, men and money; covers 8 acres a day, one man and one mule; one trip to the row from "barring off" and "scraping" to "laying by"—cuts every weed the full width of the middles—works as fast as wheeled riding and walking tools and sells for far less. The tool saves $5 to $15 per acre in mules and feed alone. It is the greatest farm improvement of this decade.

More than 300 Fowlers are in use on the world's largest cotton plantation (Scott, Miss.)—this tool is endorsed by Miss. A. & M. College experts, by bankers, and by more than 80,000 farmers.

Solves the Labor Problem

Before you shoulder the burden of expense for more mules and tenants, get our 24-page illustrated farm manual. This manual tells how to cut the cost of feed; how to save buying extra mules; how to work 25 to 40 acres per mule; how to cover 8 acres a day in cultivating any row crop—how to beat grass in wet weather; how to overcome dry weather. Do you want a copy?

THE HARRIMAN MFG. CO., Harriman, Tenn.

FREE!

Mail This Coupon

And you will receive this valuable book in return mail. Your name on the coupon below brings it. The new way to farm profits is yours for the asking. Shall we send it to you? 10c in stamps to cover wrapping brings this book.

THE HARRIMAN MFG. CO.,
Harriman, Tenn.

Yes, send me "Farming for a Profit" and full information on the new improved Fowler Cultivator. I enclose 10c to cover postage and wrapping.

Name .....

Address .....

40 PERCENT OF THE INQUIRIES FROM THIS ADVERTISEMENT WERE TURNED INTO SALES

FACTS AND FIGURES

Product: Cultivator
Space: 170 lines
Medium: Progressive Farmer
Circulation: 454,063
Cost: $256.70
Inquiries: 405 Dimes
Author: Allen W. Rucker

CASE 3 H

Brief Industrial Engineering Campaign Gets 2,000 Inquiries

They Can't "Look" or "Listen" Unless the Copyman Makes Them "Stop"

"ALL in favor, will kindly signify in the usual manner?"

"Aye!"

"All opposed?"

Silence.

"Very well, gentlemen, the motion is carried. I shall place the matter of constructing our new plant in the hands of our Vice-President."

That afternoon, while conscience-free directors repaired to white-balled green fields, white-chipped green felt, and white-sailed green seas, the Vice-President retired with his engineers to his most private sanctum for study of the white-sheeted new plant data.

There were weighty matters for him to consider—matters of steel girders, red brick, concrete, glass, tiles, heating, and ventilating. There were orders to give, bids to be received, estimates to be consulted, organizations to be studied.

Some phases were more simple than others. There were engineering standards of steel and brick—but in heating and ventilating, for instance, all was dependent on the organization chosen for the installations. Glass and tiles could be inspected and approved as a puffing locomotive pushed them into the railroad siding—but heat and ventilation brooked neither approval nor condemnation until a small army of wage earners had manned the new machines. Materials and plans were the responsibility of his engineers, but the quality of the air supply was entirely in the hands of the organization specializing in the design and installation of heating and ventilating systems.

This attitude of industrial America long had been realized by the 33-year-old Staten Island Shipbuilding Company. And by the engineering-minded advertising agency which had been chosen to prepare copy for the company's new subsidiary, Heat Transfer Products, Inc.

Here was a new organization specializing in the design and installation of all types of equipment for temperature and ventilation control in industrial plants. Although new in its corporate activities, it was old in experience. Its engineering minds had been nurtured in the problems of the 33-year-old Staten Island Company. Practically unknown as a corporation, it possessed all of the desirable attributes of experience, dependability, established moral, and engineering standing.

How to tell industrial America of the maturity of this adolescent corporation?

Daguerrotypes of the founders?

Plans of prized installations?

Photographs of well-known customer institutions?

Logical, all of them, save that they had been worn to shreds by intelligent competition.

The agency was sufficiently wise to realize that, sound as any sales story might be, *novelty of presentation* was first essential to win industrial America's attention.

The plan was daring. Copymen in adjoining cubicles smiled at the pretty theory. Compositors threw up their hands in despair. But after long experimenting on onionskin and composing stones, the first four advertisements were proved for final O.K. and released to the trade press.

It was a campaign of *pictorial type.*

Each piece of copy was built around a general institutional keynote—such as "Confidence," "Strength," "Protection," Responsibility." And the copy was set up in a pictorial form to symbolize each thought!

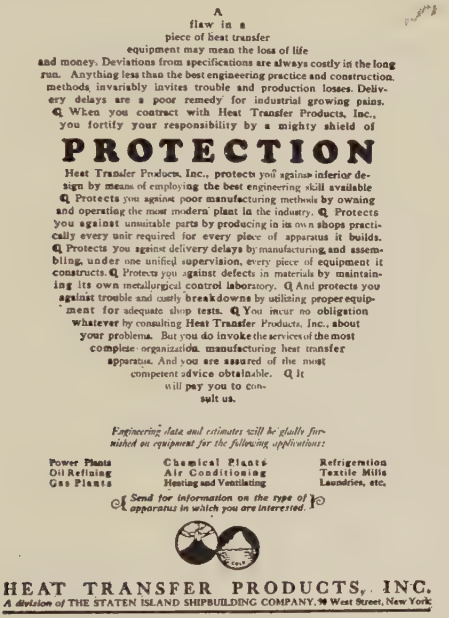
"Confidence" was expressed by a typographic "pyramid." "Strength" by a "pillar." "Protection" by a "shield" (in which even the shield "stripes" were indicated by an ingenious arrangement of light face type contrasting with the bold face of the remainder of the ad). "Responsibility" was expressed by a typographic "keystone."

So that no question might remain in the mind of the most cursorily examining reader, the opening sentences of each advertisement mentioned "the keystone of responsibility," "the shield of protection," and

similarly appropriate phrases. And the keynote of each advertisement was summarized by the expressive word set in the typographic symbol in deference to its pictorial value.

There were no headlines, no subheads, no other display save the names of the corporation and of the parent company, in small type, and an 18 point invitation to write for information about installation in nine named types of industrial plants.

The copy, itself, in each case was a simple, general statement of


A
flaw in a
piece of heat transfer
equipment may mean the loss of life
and money. Deviations from specifications are always costly in the long run. Anything less than the best engineering practice and construction methods invariably invites trouble and production losses. Delivery delays are a poor remedy for industrial growing pains. ¶ When you contract with Heat Transfer Products, Inc., you fortify your responsibility by a mighty shield of
PROTECTION
Heat Transfer Products, Inc., protects you against inferior design by means of employing the best engineering skill available ¶ Protects you against poor manufacturing methods by owning and operating the most modern plant in the industry. ¶ Protects you against unsuitable parts by producing in its own shops practically every unit required for every piece of apparatus it builds. ¶ Protects you against delivery delays by manufacturing and assembling, under one unified supervision, every piece of equipment it constructs. ¶ Protects you against defects in materials by maintaining its own metallurgical control laboratory. ¶ And protects you against trouble and costly breakdowns by utilizing proper equipment for adequate shop tests. ¶ You incur no obligation whatever by consulting Heat Transfer Products, Inc., about your problems. But you do invoke the services of the most complete organization manufacturing heat transfer apparatus. And you are assured of the most competent advice obtainable. ¶ It will pay you to consult us.
Engineering data and estimates will be gladly furnished on equipment for the following applications:
Power Plants
Oil Refining
Gas Plants
Chemical Plants
Air Conditioning
Heating and Ventilating
Refrigeration
Textile Mills
Laundries, etc.
Send for information on the type of apparatus in which you are interested
HEAT TRANSFER PRODUCTS, INC.
A division of THE STATEN ISLAND SHIPBUILDING COMPANY, 90 West Street, New York

IN EXPRESSING "PROTECTION," THE TYPE WAS ARRANGED AS A "SHIELD," WITH "STRIPES" IN LIGHT FACE

the general needs of industry and the general facilities offered by the Corporation. Set in the orthodox manner, it is problematical whether or not it would have been read through, much less believed, or found conducive to action.

But when the subscribers to the trade press skimmed through the pages of each new issue, this novel display stopped them. Further, it induced them to read it through. Most important, it interested them. Specifically, no less than 2,000 industrial executives turned to

their respective secretaries and started to dictate letters to the Heat Transfer Products, Inc.

They were not letters of general inquiry from petty information seekers. They were, for the most part, actual requests for definite estimates and bids, from some of the country's leading industrial organizations. And these letters are still pouring in, 20 to 30 a day. It is expected that the returns will soon reach the amazing total of 3,000—all from this brief trade "publicity" campaign.

Entirely from the results of these first four insertions in the trade press, the Heat Transfer Products, Inc. have more contracts than they were originally equipped to handle and find it necessary to postpone the remainder of the campaign until their internal organization is revised to cope with the newly found potential sales possibilities of a continuous advertising schedule.

* * *

ECONOMICS: Installation of heating and ventilating equipment a difficult technical job, varying in efficiency with the skill and integrity of the installing organization.

MERCHANDISING: An organization with 33 years of experience and reputation behind it.

PSYCHOLOGY: Typographic symbolization of the merchandising factor, so designed as to pictorially emphasize that merchandising factor.

RHETORIC: Inductive in arrangement of material. Dignified in tone. General in expression.

ART: Illustrative plan confined to pictorial typographic arrangement, lending dignity to the message and arresting the attention of the reader.

FACTS AND FIGURES

Product: Temperature Control and Ventilating Equipment
Media: Industrial Engineer, Mechanical and Metallurgical, Ice & Refrigeration, Oil & Gas Journal, Power, Mechanical Engineer, Laundry Age
Inquiries: 2,000
Author: Roy Pollock, Picard, Bradner & Brown

CASE 4 H

$20,000 Industrial Plastic Ads Start 840 Manufacturers Thinking

Some Universal Advertising Principles Are Discovered in the Contemporary Trade Press!

EVERY manufacturer today, subordinate to his own pocketbook or his stockholders', has that one thought ever present in mind: how to cut production costs.

To the tremendous and fascinating problems of mass production, General Plastics, Inc., of North Tonawanda, New York, has applied itself. Capable engineers in the Tonawanda laboratories, near Buffalo, a very few years ago, developed a new chemical compound. Plastic in substance, it could be molded into an infinite variety of shapes and articles.

Durez, it was called, because the finished article was ready after one single step, the molding. No hand or machine tooling was necessary; no burnishing, buffing, nor finishing of any kind. This chemical composition was so clever that upon extraction from the mold, the article appeared smooth, lustrous, appetizing to the most discriminating shopper. And the quality could be controlled to such a degree of uniformity that the millionth mold could be depended upon to duplicate exactly the first!

Untold numbers of manufacturing operations could be dispensed with. Mass production was efficiently coupled with beauty, simplicity, and uniformity. What a find for harassed production cost chisellers!

In analyzing their market, General Plastics, Inc. found that they could depend on less than 200 existing customers, concerns equipped to do hot press molding. And 75 percent of these were only departments of large manufacturing concerns extensively engaged in the making of molded products.

Supplying the routine needs of these organizations was obviously a limited job for a small sales organization. The outstanding merits of *Durez* would hold a steady business here, if a limited one.

But why limit themselves? asked General Plastics, Inc. Production

managers making every product under the sun are looking for new ways to lower costs and reassure their stockholders. *Durez* is superior for all orthodox molded products. Why couldn't its manufacturing efficiency be brought to save costs in other types of products where molding has heretofore been an unknown quantity?

One or a million
without variation
E. R. Squibb & Sons, celebrated manufacturing chemists, are now using Durez caps on their tooth paste and shaving cream tubes. This great concern finds that Durez adds a note of distinction which is entirely in keeping with the Squibb methods of merchandising.
These caps cannot discolor the cream or paste. They fit absolutely air-tight—eliminating cork inserts. And—they are remarkably economical to manufacture.
Durez may be regarded as an outstanding achievement in the molding industries. It fuses and hardens with marvelous rapidity. Once molded, the part is complete. No costly finishing or burnishing. Best of all, the millionth part will be an exact duplicate of the first.
Durez has a high physical and a high dielectric strength. It resists heat, oil and dampness. With this remarkable plastic, you can give your products better wearing properties, better insulating properties and an all-round distinction which brings quicker consumer acceptance.
If you are faced by a peculiar molding problem, let us aid you in its solution. Our engineers and laboratories are at your service at all times. For complete information write to General Plastics, Incorporated, 21 Walck Road, North Tonawanda, New York. Also New York City, Hartford, Chicago, San Francisco.
DUREZ
Send for this interesting booklet
SQUIBB'S
Dental
Cream
SQUIBB'S
SHAVING

EVEN THE MOST COMMONPLACE ARTICLES OF COMMERCE CAN BE MADE ATTRACTIVE WITH ARTISTIC TREATMENT. MUCH OF THE SUPERB QUALITY OF THESE TUBE PHOTOS HAS NECESSARILY BEEN LOST IN REDUCTION FOR THIS PAGE

With its ability to become a ready-to-sell product in one operation, molding, without further finishing of any kind, *Durez* could well cut costs in the manufacture of door knobs, utensil handles, vanity cases, radio parts, cosmetic tube caps, or—clock cases!

Which is what General Plastics, Inc. for one solid year told the industrial world through intelligent, informative trade paper advertising.

The idea took. Squibb and Barbasol engaged molders to make the caps for all their tubes, specifying *Durez.*

The New Haven Clock Company had commercial molders produce *Durez* and manufacture a new line of clock cases—so beautifully made in the one, economical molding operation that the line was named "Artlarm."

Other manufacturers, by the dozens, investigated *Durez,* revised manufacturing processes to take advantage of the economics of this new substance.

Naturally, the second year's campaign wrote itself. It was in the nature of a testimonial series. Each advertisement dealt with some novel manufacturing use of *Durez* by some well known company.

Identical layouts were used in each advertisement. At the left was stated some novel, technical production fact, peculiar to the *Durez* process, subtly suggesting, in each case, that here was an answer to the eternal problem of lowering production costs.

The copy began with the specific account of how some famous company was using *Durez* instead of older processes.

Two or three brief paragraphs described the most outstanding technical details of this new plastic compound; showed how expensive finishing processes could be entirely dispensed with; how millions of copies could be completed uniformly and with absolute simplicity.

A final sentence offered the services of the General Plastic engineers for perfecting more economical manufacturing methods for all types of products through the use of *Durez.*

To facilitate response, the specific offer of a picture booklet was made in a box at the bottom of each advertisement.

This dignified, specific, informative advertising won readers, made imaginations soar into new manufacturing possibilities, caused stamps to be banged on envelopes addressed to General Plastics, Inc.

An average of 60 to 75 booklet requests a month began to pour in after the appearance of each new advertisement in the series. About one in seven of these inquiries, it was found, were sufficiently "hot"

to warrant the preparation of immediate estimates by molding contractors to whom these leads were referred.

* * *

ECONOMICS: Every manufacturer interested in reducing production costs.

MERCHANDISING: A new plastic compound capable of being manufactured into a finished article in a single step.

PSYCHOLOGY: Lower production costs.

RHETORIC: Headline suggests "psychological" appeal by specific statement of some technical detail of the "merchandising" angle. Copy reflects prestige, interest and believability through use of testimonial example. Text technical, specific, descriptive.

ART: Layout uniform in series. Beautifully reproduced photograph of product at left. Column of bold face type at right. Headline in lower case at top. Distinctive logotype at bottom. Large photograph of booklet and displayed paragraph describing it and offer, at bottom.

FACTS AND FIGURES

Product: Plastic Compound

Space: Full Pages

Media: Plastics & Moulded Products Magazine, Chemical and Metallurgical Engineering, Factory & Industrial Management, Electrical Record, Radio Engineering, Electrical Manufacturing & Merchandising.

Circulation: 90,157

Cost: $20,000 Annually

Inquiries: 840 Annually (approximately)

Author: N. W. Ayer & Son

CASE 5 H

Printing Machinery Advertisement Brings 2 Percent Return

Real News in Advertisement Form Proves Its Worth by Reaching a Hard-to-Sell Market

MOST advertisers who are at all interested in the subject will tell you despairingly that they would rather try to sell a new style feature to Poiret or a scenario to a busy movie director, than to try to sell anything at all to any printer through the printed word. Printers, they'll explain, are as hard-boiled as the proverbial fifteen-minute egg when it comes to reading advertising—and try, just try, to make them clip a coupon! They are practically immune to any form of direct-by-mail unless it is elaborate and costly or strikingly clever. In other words, you'd better send a salesman.

The F. Wesel Manufacturing Company of Brooklyn have found that, like most rules, this applying to printers works both ways. Logic persuaded them that the over-elaborate or too-clever advertisement might awaken impersonal admiration or amusement rather than the buying impulse. Why let typographical dress or copy treatment overshadow the product itself, they argued? Especially when it is fortunate enough to possess that precious attribute, news value.

Their product—their *newest* product—was a machine that made the installation and operation of a photo-lithographing department more simple, efficient and economical than ever before. This was news indeed; but while it might interest the little fellows almost as much as the big ones, only the largest printers and the very largest and most progressive lithographers were logical prospects for actual purchase. The manufacturer's house organ, *Wesel Topics*, has a circulation of 14,500. This figure represents printers and lithographers all over the United States, yet the market for the new machine numbers less than a thousand names. All these, of course, are included in the magazine's mailing list.

A full page in *Wesel Topics* was the only medium used for advertising this new machinery. There was no attempt at sensationalism;

¶ *In America, about one thousand printers are going to meet their competition with this system and enter a period of unprecedented prosperity. Ellis Bassist has helped to make this possible . . .*

This Man

. . . . has amazed the printing industry

ELLIS BASSIST'S *latest* invention is, primarily, the motivator of the new movement—*already under way*—among printers and lithographers.

Recently, during a laboratory demonstration, one of the country's finest lithographers looked on in rapt amazement, and said: "Well, why didn't somebody think of this before?"

Everywhere, printers and lithographers are proving their intense enthusiasm by *installing* this remarkably simple system. Robert Teller Sons & Dorner, New York; Goodwin Bros., St. Louis; W. G. Johnston Co., Pittsburgh, are among them.

Because of its utter simplicity and low cost, the new Wesel-Bassist System is the "open doorway" to a nation-wide movement in the *installation of photo-lithographic departments*. For a comparatively small sum, a department is now a fairly simple matter to install and operate. An entire equipment not only *pays for itself* as it goes, but brings *back* the interest on the investment, and incidentally, *overcomes competition.*

Simplicity in principle, ease in operation, rapidity in production and elimination of all huge complicated mechanisms now makes it possible for any major-sized plant to install the Wesel-Bassist Photo-Litho System.

We will gladly give you full and remarkable particulars without the slightest obligation. Now is the time to get all the photo-lith information you can and the Wesel-Bassist System offers you some highly profitable ideas and points.

[*Coupon is for your convenience. Or, you may write, if you prefer.*]

Offset Division
F. WESEL MANUFACTURING COMPANY,
72-80 Cranberry Street, Brooklyn, N. Y.

Give and Mail Today

F. WESEL MANUFACTURING CO.,
72-80 Cranberry St., Brooklyn, N.Y.

GENTLEMEN:—Please let us have complete information on the Wesel-Bassist Photo-Litho System.

Name .....

Address .....

266 INQUIRIES PRODUCED $50,000 IN SALES

the make-up of the page was in keeping with the editorial make-up of the magazine. A photograph of Ellis Bassist, the inventor, was displayed with the heading, "This man has amazed the printing industry."

"One thousand printers and lithographers in this country are about to enter upon a period of unprecedented prosperity," promised the copy. This limited number gave the desirable flavor of exclusiveness, balanced by the statement of economy further on. The names of several leaders in the printing and lithographing field who had already installed this machinery added the quality of prestige. Suspense was never absent, since the copy stated only the results to be expected from the installation, and did not describe either the machinery itself or the details of its operation. Curiosity aroused in this way could be satisfied by mailing the coupon.

How much more effective was this than a photograph of the system in operation, an insert of the factory and full mechanical details! So effective that 266 coupons and letters were received and $50,000 in sales were consummated.

* * *

ECONOMICS: Expansion of photo-lithographing business creates need for improved machinery.

MERCHANDISING: Modern and more economical system.

PSYCHOLOGY: New invention arouses interest and curiosity.

RHETORIC: Dramatic without sensationalism, informative without disclosing too many details.

ART: Simple, symmetrical; with leaded type.

FACTS AND FIGURES

Product: Printing Machinery
Space: Full Page
Medium: Manufacturer's House Organ
Circulation: 14,500
Inquiries: 266
Sales: $50,000
Author: J. Emmett Cade

CASE 1 J

Page Advertisement Inserted Twice Sells $1,000,000 in Deposits

Rochester Banks Coöperate and Increase Deposits Substantially

"MONEY is but one remove from all the activities, romances, and tragedies of life. It seems strange, in view of this fact, that money should be advertised on the whole in the most conventionalized forms, and in the most abstract terms, yet that this is the case one need but review the financial columns to satisfy himself amply. . . .

"Interest alone is a veritable fairyland; the things that it can accomplish, if recited in sober, matter-of-fact terms by business accountants and auditors, would astonish millions of people and read like a tale of financial Arabian Nights.

"Some day money merchants will wake up to the vivid tales of human interest that they have in their commodities of money, credits, and investments."—*From an article in "Printed Salesmanship."*

The ad which appeared in Rochester newspapers of June 30, 1927, just preceding the division of a $3,000,000 dividend among Eastman Kodak Company employees is definitely of the new-school financial advertising.

It was paid for by the eleven banks named in the ad. It ran in three Rochester papers, twice. Cost of the two insertions was approximately $2,000. As a result the eleven banks divided increased deposits of over a million dollars.

Here again we have a case where the exact adaptation of copy to its audience was most important in producing results. Written for a group of wage-earners, prosperous, skilled wage-earners, but nevertheless a class unfamiliar with the complicated phraseology of finance, the story is told as simply as if its writer were selling razor blades instead of bankbooks.

Seven of the ten paragraphs of body-copy are devoted to the "story with a moral," story of a man who became sufficiently wealthy

through differentiating between principal and income to live in (by implication) luxurious idleness.

The moral—"Go thou and do likewise," is sufficiently obvious.

ROCHESTER DEMOCRAT AND CHRONICLE, THURSDAY, JUNE 30, 1927

All Money is Not Alike

ON a farm, in the outskirts of a Lake city, there lives today in retirement a man who was for many years very active in business. The factory where he began his career is today a giant industry. One of the railroads which employed him in "the early days" runs through his fields.

If you were to visit his place and meet his family and neighbors you might "size him up" and estimate his wealth, but his greatest secret you could learn only from him.

When he reached the cross-road of life, passing the first half of his three score and ten years, he made a discovery which has made fortunes for thousands of families.

"All money looked alike to me when I was young," he said. "My wife and I tried to save a little money regularly, but whenever we wanted something very badly we bought it, whether the funds came from our savings or from our income. In those days we did not know the difference between money. One day we decided to divide what we had.

We called part of it principal and the other part income.

"We decided to protect our principal and to spend only our income. We protected it by investments and by additions from time to time.

"It was the hardest lesson we ever had to learn but it was not many years until we found that our principal was growing more rapidly than our children. Today the principal is protecting us."

To the thousands of workers in the Eastman Kodak Company plants who to-morrow receive nearly $3,000,000 wage dividends we commend the plan of this man. Your wage dividends and your stock dividends are bonuses--not income--paid to you by a prosperous and constructive industry.

If you began today to divide your money, calling one part principal and the other income; if you called your wage dividends principal; safe-guarded and protected them by investing them you would be surprised how your principal would grow, and some day take care of you.

The only secret there is to wealth is the difference between principal and income.

Your share of the Eastman Kodak Company wage dividend, deposited in an interest account, begins to earn for you at once. Spend the interest, if you wish, but SAVE the principal. Kodak employees have upwards of $10,000,000.00 in Rochester banks.

Ask Your Banker's Advice To-day!

Central Trust Co.
East Side Savings Bank
Genesee Valley Trust Co.
Lincoln Alliance Bank
Mechanics Savings Bank
Monroe County Savings Bank
National Bank of Rochester
Rochester Savings Bank
Rochester Trust and Safe Deposit Co.
Security Trust Co.
Union Trust Company

BANKS ARE "MERCHANDISE," TOO

The *extreme* clarity of the copy, sentence by sentence, is notable. "All money looked alike to me when I was young. My wife and I did not know the *difference between money.* One day we decided to divide what we had.

"We called part of it principal and part of it income. We decided to protect our principal and spend only our income. Today the principal is protecting us."

More than two-thirds of the words in those casually chosen sentences are one-syllable words. That fact doesn't stand out until one studies the copy, but the advertisement's extreme lucidity, resulting from that use of short words is immediately apparent.

Interesting example of what might be called the geometric approach to copy, this ad. Sales effect produced by the simple statement of A plus B plus C equaling D. But how logically, with what degree of mathematical accuracy the copy has to be thought out and written, to secure the right answer!

* * *

ECONOMICS: Three million dollar wage dividend to be paid out to Eastman Kodak Company employees.

MERCHANDISING: Banks safeguard money.

PSYCHOLOGY: Become financially independent.

RHETORIC: Distinguished in its clarity and logic; narrative.

ART: Plain type layout. Bold head.

FACTS AND FIGURES

Product: Bank Accounts

Space: 4 Columns, 180 Lines (2 insertions)

Media: Rochester Democrat-Chronicle, Times-Union, Journal

Cost: $2,000

Results: Approximately $1,000,000 in Bank Deposits

Author: Carl W. Ackerman, Inc.

CASE 2 J

Savings Bank Secures 2,900 New Accounts Within 75 Days

"Publicity" Pales Before This Record of Tangible Results

"ADVERTISE? My dear sir: but I'm a banker!" And eyebrows were raised in horror at the temerity of this person who had dared to sully sacred precincts with a hint of reeking commercialism!

That day is now past, happily. Banks have learned that periodical advertising can be made no less dignified than clearing house statements, and far more effective in securing new accounts.

But this advertising problem has remained a difficult one.

The largest savings bank in the United States, and one of the oldest, the Emigrant Industrial, naturally felt the right to effective publicity, felt that it possessed adequate material.

The obvious thing would have been to talk about the institution. But cleverer advertising brains were at work.

Declared advertising expert Skinner, "Talk people. People should save for a rainy day."

Seemingly a cliché. How to make this truth distinctive, different, individual to the bank was the pressing problem.

Spoke up advertising expert Smith: "Stimulate the imagination; call it 'Living Insurance.'"

It was a master stroke. A dramatic campaign was prepared, based on the "Living Insurance" idea.

Insertions covered a period of about 75 days preceding the opening of the great new uptown branch. The opening day, a full page announcement was published—with a coupon for those who would be unable to visit the new bank personally.

Within 6 hours after the doors opened, nearly 3,000 advertisement coupons and personal calls had opened new accounts!

* * *

ECONOMICS: Americans extravagant; find saving idea difficult to take seriously. Emigrant Bank among most substantial of its kind.

"EMOTIONAL" STORIES SUCH AS THESE, RAN REGULARLY FOR 75 DAYS PRECEDING THE BRANCH'S OPENING

MERCHANDISING: "Living Insurance."

PSYCHOLOGY: Fear of financial troubles.

RHETORIC: Argumentative. Note highly emotional lead, reasoning body, emotional conclusion. Diction, simple, human.

ART: Human interest illustration. Readable typography.

FACTS AND FIGURES

Product: Savings Bank Account

Amount Necessary: $5-$5,000

Space: 128 x 3 (each)

Media: N. Y. Evening World and Others

Circulation: 350,000

Cost: $230.40 (each)

Sales: 2,900

Author: R. D. Skinner—A. T. Smith, consulting, Groesbeck-Hearn, Inc.

CASE 3 J

$394,875 Mortgage Applications at $376.11 Advertising Cost

Abandon the Iron Gateway Approach When You Discover Gold Behind a Picket Fence

THE House of Morgan, frowning majestically upon the conflict of Broad and Wall Streets, sums up the story. If you've ever passed by, the day before pay day, you can sympathize with the man who has decided to buy his own home!

Doctors, lawyers and bankers have never let us forget that they are not as ordinary beings. Professional "publicity" has ever had a way of striking cold fear into the layman's heart. Wherefore the business of banking still strolls a decade behind the times in its dependence upon personal contacts.

How many are the prospective home builders unentered upon the average financial organization's social register?

The Security Housing Corporation of Los Angeles, however, is sponsored by some of the city's leading business lights. To their unrestricted visions, there seemed to be no reason why money trade as well as merchandise trade, should not recognize the human emotions that rule all prospects' decisions. Nor why such recognition through far reaching advertising media could not extend the financial company's sphere of influence far beyond the boundaries of visiting distance.

Particularly were they encouraged by the pioneer trends toward humanization and commercialization embraced by one after another of the country's most respected (and still respected) financial institutions.

So the Security Housing Corporation planned its publicity along lines that would strike all superiority complex barriers aside, reach out and clasp hands with a large, appreciative public.

The Corporation knew that there must be hundreds of men on their side of the Great Divide who had decided to buy their own homes. It knew that their dreams of a castle in Spain must, in prac-

pay off your mortgage by monthly installments like rent

Figure it out for yourself.

Mortgages are not immortal. They must be paid off, *sometime.*

How are you going to meet your mortgage when it falls due?

No matter how you figure, one truth stands out above all.

The mortgage which kills itself off by monthly installments is the best kind for most people.

The Security Plan of Home Financing offers you an opportunity to pay off your mortgage by monthly installments, like rent.

lower the payments on your home

If you are living in a home that is mortgaged you should be cutting down your debt each month.

If you are paying interest on a first mortgage and installments on a second a Security Loan in place of both may cut down your total monthly payment.

new booklet—free

A new booklet describing the Security Plan of loans for building or paying off old mortgages is now ready.

It tells how to avoid the dangers of renewing a mortgage.

Call at our office for a personal talk on your home loan problem.

Or send the coupon below for our booklet.

No salesman will call. There is no obligation. *Do it now.*

Avoid the menace of mortgage renewals
Clip and mail coupon—now

SECURITY HOUSING CORPORATION
609 So. Grand Ave.—L.A.

Please Send Your Booklet—

Name .....

Street .....

City .....

257 COUPONS AND 250 CALLS IS THE RECORD OF THIS SINGLE INSERTION

tically every case, have been tempered by the frigid thought of financial arrangements. It knew that there could exist no general condition of affection for ordinary mortgage dispensers, nor eagerness to consider the sword of Damocles that they were erecting overhead.

Therefore, decided the Corporation, we will advertise the service we offer as a pleasant, practical human service that is far simpler to handle than the ordinary mortgage. And we will advertise in a pleasant, practical, human way that should herald a friend at last to our many harassed home buyers.

The Security Housing Corporation's service in this case was a loan payable, not in a lump upon maturity, but in a series of installments, to be completed upon maturity. A financial arrangement sedate and accepted in the best financial circles.

And to the worried home buyer what could be sweeter than this story told humanly: "Pay Off Your Mortgage by Monthly Installments—LIKE RENT!"

Language and a situation of instantaneous human appeal. The remainder of the copy simply elaborated upon this headline sales story. It breathed the same friendly spirit of understanding and of assistance.

Into four of the leading Los Angeles dailies was this admirable (theoretically) advertisement inserted. It is to the credit of its creators, its critics, and its readers, that it proved admirable, practically.

The mailman immediately was brought into the picture. He delivered 257 actual coupons. 250 more grateful individuals expressed their appreciation by calling in person, at the Corporation's offices.

The advertising expenditure was $376.11. The mortgage loans that the advertisement sold reached beyond $394,875.

* * *

ECONOMICS: The own your own home fever is becoming more and more widespread. Particularly in Los Angeles, a home community. Comparatively few home prospects are in a position to finance their own projects. Mortgage assuming is generally looked upon as a financially difficult and generally unpleasant proceeding. The Security

Housing Corporation, however, offers home loans on an easily handled basis.

MERCHANDISING: Now a man can buy his home as easily as he can rent it.

PSYCHOLOGY: Your own castle possible—pleasantly possible—at last.

RHETORIC: Expository, simple, informal but dignified; brief. Complete selling story from "attention" to "action." Deductive presentation of merchandising idea.

ART: Simple, dignified, readable typography; "approachable" atmosphere further achieved through handlettered headline and cartoon.

FACTS AND FIGURES

Product: Loans
Space: 369 Lines
Media: L. A. News, Herald, Examiner, Express
Cost: $376.11
Sales: $394,875
Author: G. B. Burtnett

CASE 4 J

$330.72 Trust Co. Ad Uncovers 81 Leads

Good Journalism, Even Commercial Journalism, Can Usually be Depended Upon to Get in Behind the Ground Glass Door

THE first manufacturer to undertake national advertising was a courageous man. He did not merely risk his hard earned dollars at a crooked faro game: he associated himself, as an equal, with the gang of burglars and confidence men who usually hung about the table—the patent medicine advertisers!

Money covers a multitude of immoralities! The pioneering manufacturer made money, big money. Soon he was joined by his social equals. Even his superiors began to be attracted to this new game—in a most superior manner, of course.

Banks, for instance, gingerly inserted calling cards in the daily press. One banker was so radical as to print a summary of his annual statement. Still excommunication was not forthcoming!

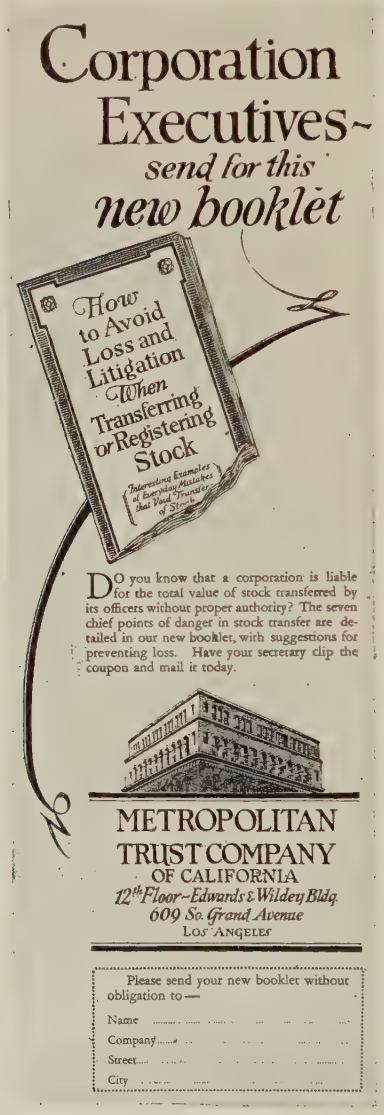
About that time, an advertising man, who was also a philosopher, meditated on the situation.

"The ideal advertisement," he reasoned, "is not an intrusion upon the placidity of the community. No more than the editorial about Safety First Week, nor the news item about insulin. The ideal advertisement is journalism, commercial journalism. It is the publishing of helpful news about a commercial product or service. Advertisements prepared with such an ideal in mind are an honor to the advertiser, a welcome to the reader and a fortune to the writer. If ad men will make this formula their creed, all advertising will pay and all men will advertise!"

What would the world do without idealists?

The medical profession has not yet been convinced, but look at the bankers!

The Metropolitan Trust Company of Los Angeles recently incorporated to carry on a general trust company business. They looked over the field of competition, discovered that one of the big trust company functions, stock transfer service, had been little empha-


Corporation Executives~
send for this
new booklet
How to Avoid Loss and Litigation When Transferring or Registering Stock
Interesting Examples of Everyday Mistakes that Void Transfer of Stock
DO you know that a corporation is liable for the total value of stock transferred by its officers without proper authority? The seven chief points of danger in stock transfer are detailed in our new booklet, with suggestions for preventing loss. Have your secretary clip the coupon and mail it today.
METROPOLITAN TRUST COMPANY
OF CALIFORNIA
12th Floor~Edwards & Wildey Bldg.
609 So. Grand Avenue
LOS ANGELES
Please send your new booklet without obligation to—
Name
Company
Street
City

PROOF THAT EXECUTIVES WILL CLIP COUPONS OTHER THAN THOSE ON BONDS

sized. The major part of such business was controlled by New York corporations, several thousand miles on the other side of the apricots and cactus.

Stock transfer service they decided, will be our specialty. If we

can lure this business from the gilt Street under Trinity, we should be in a fair way to sit in upon the general trust company business of our native sons.

A few years ago, this clever merchandising policy would have been whispered about in a most genteel manner. The modern advertising man in charge, however, believed that he had the material for a real job of journalism, commercial journalism.

He prepared a good-looking booklet. In true twentieth century fashion, it was entitled "How to Avoid Loss and Litigation When Transferring or Registering Stock." Here was explained in full the Metropolitan Trust Company service.

One hundred and fifty line space was bought in the leading daily newspapers. The advertisement was good journalism, showed a picture of the booklet, stated its importance, offered it free.

The officers of the big Los Angeles corporations were not at all shocked. On the contrary they were intensely interested.

Eighty-one of them actually clipped, signed, and mailed "the coupon below."

* * *

ECONOMICS: Local trust companies not aggressive; much of important business handled in New York.

MERCHANDISING: Special stock transfer service.

PSYCHOLOGY: Your problems understood here.

RHETORIC: Brief, simple, dignified, descriptive.

ART: Bold display of booklet.

FACTS AND FIGURES

Product: Trust Co. Service
Media: Los Angeles Express, Los Angeles Times, Los Angeles Herald, Los Angeles Examiner
Cost: $330.72
Inquiries: 81
Author: G. B. Burtnett

CASE 1 K

Agents Ad Signs General Magazine Inquiries at 38c

In Which It Is Again Indicated That the Successful Advertising Writer Is Essentially a Psychologist

"LATEST ISSUE OUT TODAY"

THE news stand sign, poised on a huge pillar of magazines, caught her eye. She hesitated, stopped, found the only quarter in her purse, presented it to the palm that emerged from the newsprint jungle.

Luxuriously enthroned in the end seat of the street car, she flipped through the pages of her chosen literature. Pictures, fascinating pictures. And what exciting stories. And those advertisements—look, on Page 103 was a portable phonograph; they showed it actually playing music in a canoe on the water; if only she had one to bring next Sunday . . .

And, oh, that darling little diamond wrist watch there at the top of Page 112. Did you ever see anything so tiny, so perfect, in *such* good taste; but it probably is frightfully expensive . . .

That's what I'd like to do, take this course of piano lessons on Page 127. I've seen it advertised so many times. It says learning is so easy. I've always yearned to give expression to those finer things I know I've got away down deep inside me. And how they *would* laugh when I walked quietly over to the piano without a word, mind you—and sat down and played right off . . . If I could only afford it . . .

Sighs that well from the heart's depths, are prayers. And prayers were never meant to go unanswered.

Several manufacturers who descended from their Elysian Fields long enough to mix as mortals, heard the wholesale petitions for phonographs, wrist watches, piano lessons and what not.

"We will give these supplicants a chance to acquire their hearts' desires," they decided. "We will let them sell our merchandise in their spare time, and so make sufficient extra money to buy them their happiness."

Whereupon the professional direct salesman found his ranks in-

creased by a host of boys and men, maids and matrons, who suddenly had realized that, truly, minutes mean dollars.

The Val-Style Hat Company early had its admen survey this general field. Essentially students of psychology, they appreciated the raw humanity with which they would have to deal.

In their copy, therefore, they studiously avoided technical descriptions of their merchandise, terms, methods of doing business. They realized that their prospects were interested, not in selling as life

BIG PAY EVERY DAY!
BIG PROFITS Amazingly Easy taking orders for Val-style Made-to-Measure Ladies' Hats.
ABSOLUTELY NO COMPETITION! We are the only firm in America selling Ladies' Hats direct to the wearer The first in the field always cashes in big. You can be the first in your territory
EXCLUSIVE TERRITORY—as much as you can cover properly No sample case to lug around—you take orders from Actual Photographs and collect your generous commissions in advance We deliver and collect.
OTHERS EARN $150 OR MORE WEEKLY by devoting full time to this fascinating business $25 to $50 a week part time.
Val-Style Hats Absolutely Guaranteed to you and to your customers. Write today for full information
VAL-STYLE HAT CO.
A151 VALSTYLE BLDG.
CINCINNATI, OHIO.

OF THE 1,183 INQUIRIES, 436 ENROLLED AS SALESPERSONS SOLD $9,210 MERCHANDISE

work, but in extra money secured in the simplest, easiest, quicket way.

That was the merchandising, psychological, rhetorical, artistic principle underlying their initial advertisement to the field.

The headline said, "Big Pay—Every Day!" The copy expressed the salability of the merchandise, the ease of showing it, the simplicity of handling the business details. Expressed everything in A, B, C's. Of course, it looked like "easy money."

One thousand one hundred and eighty-three men and women who wanted things, answered that first advertisement.

Four hundred thirty-six of them continued sufficiently to believe in the simplicity of the whole affair, to put up cash money for demonstration outfits.

Within less than five months, those ambitious ones had proved the promises of the advertisement to the tune of 1,842 sales at $5.

* * *

ECONOMICS: Readers of general magazines interested in many luxuries they cannot afford.

MERCHANDISING: Sell during spare time.

PSYCHOLOGY: Big, easy money, quickly.

RHETORIC: Brief, simple diction, informal. Short sentences. Short paragraphs.

ART: Sensational. Reverse plate headline and heavy border for attention. Photograph of typical prospect.

FACTS AND FIGURES

Product: Women's Hats
Price: $5
Space: 42 Lines
Medium: True Story Group
Circulation: 3,000,000
Cost: $462
Inquiries: 1,183
Author: Harry B. Flarsheim

CASE 2 K

$295 Agents Ad Produces $30,000 Business

Sometimes a Simple Statement of Facts Can Effectively Take the Place of Verbose Persuasiveness

"A CLUB sandwich, George," interjected the Copy Chief. "No," he continued to his companion across the tablecloth, "I will have no one on my staff who has not had short story or editorial training." "The same," murmured the Free Lance to the bored waiter. "To a certain degree, you are right," he rejoined. "The boiled down essentials of our average advertising story would make a tasteless meal, indeed, for the sophisticated reader. The whipping, the cooking, the seasoning of the clever editorial writer are all too frequently necessary to arouse the consumer appetite.

"On the other hand," he persisted, "your policy takes no account of the cases where a product possesses a sales point of arresting vitality; a sales point so intrinsically fresh that literary cooking or seasoning would be a crime; a sales point that wants but a broad, white platter to rest upon and be presented to the gourmets of the advertising pages.

"For such a job, you'll want neither the magazine writer, nor the editorial writer. The only man in the world who can handle it to perfection is the trained reporter, the news writer!"

Had the President of the advertising agency handling the Imperial Underwear Corporation account been present to order a third club sandwich, he would have nodded understandingly.

Many are the accounts he has handled with an editorial copy writer's assistance. But when an initial conference with the Imperial Corporation developed an *outstanding* sales point, he put a *news trained* copy man on the job.

Here was a large advertiser seeking agents to handle its entire output. Its search for representatives was intensively paralleled by a host of competing companies.

Paralleled—but not in one respect!

The average manufacturer charged well for the salesman's demon-

March, 1925 — Specialty Salesman Magazine — 1257

This Underwear Line is FREE! to Readers of "Specialty Salesman"

By C. A. CAMPBELL, *President*

SALESMEN: I have a proposition for you that is so sure to benefit you, that I will send it **absolutely FREE** to every man who mails the coupon! No matter what you're selling now, or how much money you're making, I can show you how to add at least $30 a week to your income with little extra effort. You ask me "HOW?" Let me explain.

You can't beat men's underwear for a fast order-getter. It's a necessity. If there are several thousand men in your territory, somebody makes a big profit on their underwear purchases. Thousands of housewives constantly buy underwear for the men folks. Now I make it possible for you to get the lion's share of this business by supplying you FREE with one of the finest underwear lines in America.

Thousands of Men Demand IMPERIAL Underwear

Underwear by itself is a sure-fire money maker. But IMPERIAL UNDERWEAR—nationally known, nationally advertised — will give you the golden opportunity you are seeking. For 15 years it has been worn by thousands of men in every corner of the United States. A fortune spent in national advertising has made Imperial Underwear a by-word in hundreds of homes. Many retail stores today, handling this line, report a phenomenal demand.

The reasons back of Imperial's great popularity are the fine workmanship, the genuine style, and the perfect fit that go into every garment. As manufacturers of long standing, we have made only the best, and have built up such a fine reputation for our products that many times mere mention of the name is enough to close the sale. In our files are thousands of letters from men who wear Imperial Underwear — **all** expressing enthusiasm over the quality and features.

Now You Can Take Orders Direct From Factory

Our decision to establish direct-to-consumer salesmen where we have no satisfactory retail store distribution, offers you this amazing opportunity to sell Imperial Underwear with your other lines. No doubt there's an opening in your territory right now. I suggest that you act quickly, as it may not be open much longer. Our proposition is such a big money-maker, that any man, no matter how much time he puts in, is sure to come out many dollars ahead.

The prices of Imperial Underwear are low—in fact you can guarantee customers a cash saving on every order. At the same time you make a liberal commission in advance. An iron-clad guarantee of satisfaction or money returned is packed with every garment. The line shows a splendid assortment of underwear fabrics in all desirable styles, weaves, shades and weights. No matter what a man prefers in underwear, you can get his order. Fit is guaranteed. Tall—short — stout — thin — you can take their orders, because whenever necessary we make garments to measure. Every man in your town is a possible profit to you!

Wonderful IMPERIAL Workmanship and Features Bring Quick Sales Everywhere

Quality is the watchword throughout the big Imperial manufacturing plant.
Here are only four of the many quality points that distinguish Imperial Underwear as merchandise any man has to be proud to offer his customers.

1. Garments are made to order to insure perfect fit. Printed guarantee packed with every garment assures customer of satisfaction now guarantees or money refunded.
2. Wherever wear comes, Imperial Underwear is reinforced. All seams at crotch are well done. Elastic of proper weight garments stretch. Buttons are strengthened with extra thickness of cloth. All seams are tacked to prevent ripping or raveling. Every button held fast to garment with twenty-two stitches of heavy, three ply thread.
3. Imperial garments are thoroughly shrunk before shipment. They retain perfect like new shape and size after many laundrings.
4. All yarns are finest quality long fibre yarns that give double wear of ordinary yarns. Low grade fabrics are not used. Every material is chosen for its warmth and strength and permanent color. All wool yarns are pure, long fibre worsteds.

—and think of it! This wonderful underwear you can now offer to customers at amazingly low prices! Right now mail the coupon.

FAMOUS **DROP SEAT**

Popular with thousands. Made of single thickness of cloth to fit seat smoothly and comfortably. No fold or lap to irritate. Three buttons. Perfect seat. This feature made Imperial Underwear famous.

$30 a Week EXTRA

Do you appreciate the wonderful opportunity I am offering you? Do you understand now why a man can add $30 a week to his income? Everything is in your favor: a product that is a necessity; underwear that is liked by thousands; prices that positively save customers money; a line containing something for every man; and good-sized commissions for yourself! Never before did salesmen have such a proposition put before them.

Selling Outfit FREE Mail Coupon

But you must act at once. My offer is so liberal that lines can not last long. The line I will send you FREE contains everything you need to go out and make money. The illustration above only suggests the completeness of it. All the features and styles are effectively displayed. Order blanks, selling instructions, tape measure, envelopes, etc., etc., are included. It is compact and light in weight. You can carry it in your present sample case or in your pocket. It's a winner!

Mail this coupon now. A complete selling outfit will be mailed to you at once—ABSOLUTELY FREE. Please address me personally. C. A. Campbell, President.

THE IMPERIAL UNDERWEAR CORPORATION
Dept. A-3, Piqua, Ohio

STRAIGHT-LINE MANUFACTURER
Manufacturer Selling by a System That Means Real Salesmanship

FREE OUTFIT *Coupon!*

C. A. Campbell, President,
The Imperial Underwear Corp.,
Dept. A-3, Piqua, Ohio.

Dear Mr. Campbell:

Please send me absolutely FREE the complete selling outfit for Imperial Underwear. I promise to give it a fair trial.

Name _____

Address _____

City _____ State _____

316 OF THE 472 INQUIRIES IMMEDIATELY SENT IN BUSINESS

stration outfit. The Imperial Underwear Corporation offered its demonstration outfit *free.*

That's exactly what the news trained copy writer said in his headline. More, he repeated it in his opening paragraph. Further, he concluded with a final repetition of the same fact.

That's approximately the formula for a good news story. And for a good ad—if the facts about the product are sufficiently *news.*

Is it any wonder that when the Imperial Underwear Corporation copy writer adopted the formula, 472 hard-boiled direct salesmen wrote in for the selling outfits!

What is more, 316 of them immediately started to send in business. Business that, at this writing, is estimated to have passed the $30,000 mark!

* * *

ECONOMICS: Specialty salesmen are more or less callous to the commonplace advertisement. Enormous competition for their attention with hosts of similarly exaggerated claims have made them skeptical of every proposition.

MERCHANDISING: Free demonstration outfit.

PSYCHOLOGY: Prove to yourself, without risk or expense, that this line will be a profitable one.

RHETORIC: Deductive in presentation of merchandising idea. Typical news story construction. Note repetition of main sales point again and again throughout copy. Diction, simple, colloquial, specific, detailed. Sentences, short.

ART: Picture of free outfit. Handlettered display for emphasis.

FACTS AND FIGURES

Product: Underwear Agency
Space: 1 Page
Medium: Specialty Salesman
Circulation: 110,000
Cost: $295
Inquiries: 472
Sales: $30,000
Author: The Gordon-Marx Company

CASE 3 K

Agents Secured at Cost of $1 Through 28 Line Ad

No Apparent Subtleties to This Copy—Yet It Carries the Secret of Consistent Appeal That Advertisers Are Looking For

THE small advertisement reproduced here is one of those priceless jewels in the mail-order advertiser's crown, a minimum-space insertion that can be repeated over and over again in the same medium with consistently good results.

The Princess Silk Mills copy headed, "We Want You" is running "till forbid." Each month's insertion produces approximately 150 inquiries, of which an average of 20 percent (or 30 inquiries) are signed up as agents. Each new agent deposits with the company $3 as coverage on the "kit" that enables her to go out selling Princess dress fabrics. Representatives, thus secured have proved to be very satisfactory sales agents.

* * *

ECONOMICS: Many women anxious to earn extra money.

MERCHANDISING: A product easy to sell to women.

PSYCHOLOGY: Easy money.

RHETORIC: Simple, concise, specific.

ART: No attempt at display except in headline, owing to space.

FACTS AND FIGURES

Product: Agency
Medium: Elite Styles
Space: 28 Lines
Cost: $32.50
Inquiries: 150
Agents secured: 30
Author: Charles Silver, Arthur Rosenberg Co.

WE WANT YOU
As our local representative for Princess Dress Fabrics and Semi-Made Dresses
1000 wanted shades and patterns in Silks, Rayons. Woolens, Cottons and Semi-Made Dresses, etc. Become the exclusive representative in your town. There are more than 800 women representing us at present. Our PATTERN SERVICE and Notion and Trimming Line help you make Sales Write us today.
PRINCESS SILK MILLS
242 Fifth Avenue New York City

COST: $32.50 INQUIRIES: 150.
SALES: 30 AT $3 PER "KIT"

CASE 4 K

Timely Clothing Advertisement Triples Agent-Inquiries

Imagination Can Put New Life in the Oldest Story

WHEN Mr. Retailer recently declared his bloody war against Mr. Doorbell Pusher, he gave house-to-house canvassing its biggest boost in years! Taking clever advantage of the situation, the MacGregor tailors have managed to cultivate *three* inquiries where only *one* grew before!

* * *

ECONOMICS: Interest in retailer-canvasser fight.

MERCHANDISING: Macgregor line greater value than retailers'.

PSYCHOLOGY: Pride of work.

RHETORIC: Argumentative; sensational; colloquial.

ART: Solid type display; large photo of typical canvasser.

FACTS AND FIGURES

Product: Agency
Medium: Specialty Salesman
Circulation: 110,000
Cost: $345
Inquiries: 327
Author: Gordon-Marx Co.

April, 1926 — Specialty Salesman Magazine — 1919

The MacGregor Man Hurls a Challenge at the Retailers of Springfield

Mr. Retailer — I have been a specialty salesman for fourteen years. In my home town I am respected as a law abiding tax payer. I own my home, drive my car, and am interested in the civic progress of our town.

Lately you have been up in arms against me, and against my fellow salesmen, because we have been selling ten suits of clothes to your one. Many times while you're sitting in your store with your feet on the counter, complaining about "no business," I am on my way to my next customer.

Is it because I am the "pirating, cut-throat bell-ringer" you brand me, or is it because the house I represent is giving better clothing for the money than you are able to offer?

Very well—let us lay all the cards face up on the table, and see what we find.

YOU pay $24.00 for a suit of clothes, which you buy from a salesman representing a wholesale house. $4.00 covers the wholesale salesman's traveling expense and profit. It costs you approximately $12.00 for rents, overhead and your profit is about $8.50 we oh brings the retail price of the garment to $42.50

Now see how John MacGREGOR and Sons sell the same suit of clothes direct to the wearer for $28.50. The manufacturers price of the MacGREGOR garment a $20.00 as shown above My commission is $8.50 Total $28.50, as against $42.50

But the money a man saves by having his clothes made direct by the factory is not the only way in which he benefits. You know that no store in any town, the size of Springfield and were few stores of the big gar ds.ee, carry a stock comp ete enough to fit every man. Often you can not about satisfaction. Many men can not find exactly what they want in your store. If you carried a complete line of s.es—such as I carry on my sample trunks—you would have to stock up on "longs" and "shorts," "stouts," and "thins" for the the lure of rings or 4 sea It would require an investment of more than $100,000 to give Springfield men what they want. You can't afford it just to make into your store. And I can't carry as big with the samples. As a result I save a man $.9.00 on his suit in the bargain.

How can you and your brother reta ers promise to cast reflections on the quality of the merchandise I sell when every garment is backed by a $1,000 guarantee of satisfaction, which is as big as, more, than any manufacturer or wholesaler you buy your goods from? And let me ask you further Mr. Retailer, have you so much faith in your own goods that you will openly, guarantee every garment in your store as MacGREGOR and bone gharantee every garment they make" I have yet to see a garment sold in a retail store backed by a guarantee as fair and as square as this one:

THE MacGREGOR MAN---and Economic Distribution

Brother Manufacturer. The war is on! Wears being watched by those jealous guild omers who oppose "Straight-Line Marketing." We can no longer afford to be satisfied with old-school methods—no representative salesmen or asso- board "order-clerk" goods. Now "THE PROFITS MUST WHO SERVES BEST." Can you challenge the retail or and stand or fa with the values and service you are giving? Are you treating your ns.ectors squarely and backing them with quality, with prompt service and advertis ng helps that will make friends of your customers and salesmen?

How's This For a Satisfaction Guarantee?

SALESMEN—Send for our free book "Successful Selling Talks" (Price $1.00) now with powerful sugges

Mail Coupon for FREE Copy

STRAIGHT-LINE MANUFACTURER

John MacGregor & Sons, Inc.
1150 W. 3rd ST., CLEVELAND, OHIO.

A CLEVER TWIST TO AN OLD STORY TRIPLED RESULTS

CASE 1 L

Novelty Stamp Announcement Brings 2,947 Dimes Direct

Proving That Even Novelty Advertising Is Capable of More Than Name Publicity

"I CAN never wait," she gushed, "until the boy delivers the newspaper, so I can read the pictures!"

"People have lost the knack of understanding the English language," glowers the pessimist. The ancient Chinese said that one picture was worth ten thousand words, and the world seems suddenly to be taking it seriously. Picture newspapers are springing up like mushrooms. Wherever they appear, staid citizens desert agate type and flock to them. One of them, in but a few brief years, has attained the largest circulation in America.

Even the optimist must admit it. The country is in the midst of a most interesting picture-craze. One optimist, in fact, has capitalized on it—in a manner most remarkable: the White & Wyckoff Manufacturing Company, of Holyoke, Massachusetts—selling "Peppie Pasters."

Picture newspapers—why not picture letters?" queried a clever White & Wyckoff brain. "We'll hire a cartoonist; grind out illustrations by the carload; furnish them in poster stamps to be sold by the yard. They can then be licked and stuck on letters, albums, party favors, and what not. We'll call them 'Peppie Pasters.'"

That name was a work of art. Offered on trial to the local picture loving gentry, "Peppie Pasters" proved a phrase immediately provocative of interest. And the happy little sketches won unanimous approval.

Here was a new idea; a fad that could be fanned to flame and profit. How was it to be merchandised?

A preliminary plan was framed. Unexciting enough in its general aspect, it called for the usual agents and dealer distribution. Advertising would, of course, be given the job of making "Peppie Pasters" known. But right here was the interesting feature.

A clever advertising man realized that advertising could be more than a mere publicity monger. His experience had been that advertising could do a complete selling job. So his copy went beyond name

Stick'em around!
Peppie Pasters
YOU can have loads of fun with PeppiePasters. Stick them around on things! Make your friends laugh! Send them letters with the funny Peppie Pasters—the newest fad. How clever your friends will think you are!
Just the thing for valentines, memory books, snapshot albums, masquerade costumes. Seal your letters and packages. These comic stickers are perforated and gummed like a sheet of postage stamps.
Fun to Get—Fun to Send
105 funny little cartoons, no two alike, by a famous artist for only a dime! Get them from your stores, or put 10c, coin or stamps, and your name and address in an envelope and get one of the series. There are three different series of 105 different stamps (A, B, C) and more coming. Make a collection. Write at once to White and Wyckoff Mfg. Co., Dept. (key), Holyoke, Mass. You will have a hundred dollars worth of fun.

THESE 5 INCHES COST $350 AND RETURNED 2,947 DIMES

repetition and description. It delved into exposition and persuasion. "How clever your friends will think you are," it chortled.

In the old days, the manufacturer was able to impress the dealer by saying: "I do national advertising." Today, the novelty of that

boast is gone. The dealer is deaf to anything but *figures* on what that national advertising will do.

Witness, therefore, the strong dealer probe possessed by White & Wyckoff when they were able to quote advertising *results.*

One mere 5-inch selling insertion, for instance, in a publication of medium circulation, has brought in over 2,947 orders *direct to the manufacturers.*

First reports seem to indicate that the dealers are quite pleased with this tangible evidence of demand. Local outlets are voluntarily developing—and selling—in one community after another.

Peppie Paster advertising is now being scheduled on a nation-wide basis. The first marketing division to be attacked is the College field. Practically every big college paper carries Peppie Paster insertions, and returns are being used not only to indicate sales possibilities to dealers, but to enroll corps of agents among the young folks.

The next step under consideration is a campaign in the mass field, which may be finally instrumental in making Peppie Pasters as popular as radio, movies, and short skirts.

* * *

ECONOMICS: Public is intensely picture-conscious, at present.

MERCHANDISING: Ready made paster-pictures to illustrate letters, party favors, etc.

PSYCHOLOGY: Show how clever you are.

RHETORIC: Exposition cleverly blended with description. Style keyed to younger class of readers.

ART: Solid type enlivened by spot cuts of product.

FACTS AND FIGURES

Product: Novelty Poster Stamp
Price: 10 Cents
Space: 5 Inches
Medium: Current Events
Cost: $350
Sales: 2,947
Authors: M. B. Griffin, A. E. Hobbs, Hoyt Service; A. H. Sampson, White & Wyckoff

CASE 2 L

Novelty Paper Catalogue Sold for 5,215 Dimes

Dennison Shows How to Make the Catalogue Sell Its Contents and Itself

"Double, double, toil and trouble;
Fire burn, and caldron bubble."

THE night is dank with darkness; an owl shrieks among the tombstones; the wandering wind sighs like a lost soul.

Suddenly a shadow slithers past the pallor of the moon; then another; and another; darting, shuddering, swooping past the pallid moon, into the blackest of the blackness where only croaking toads and hissing snakes wait unafraid!

The witches gather! One night in all the year should bad children hide beneath red quilts and seek sleep with fingers crossed.

And once, they did. But modern sinning adolescents have tended more to stretch their fingers wide and place their thumbs against the boldest of physiognomical projections!

On modern Hallowe'ens the horrid things that ghouls report are mocked and sported in a manner that godless ones might almost term as joyous. Bleak broomstick riders become adorable, petite elves. Restless ghosts give forth most unseemly chuckles. Even pussy dipped in lampblack mews agreeably.

Dennison's, like all good moderns, knows that every youthful heart yearns to celebrate All Hallow's Eve with fitting joviality. But like fewer moderns, Dennison's realizes that every one does not know how to throw the kind of a party that Cecil de Mille and Laura Jean Libbey love to tell about.

And the fact that made the situation really interesting was that Dennison's factories, distributors and stores were bursting with the makin's!

Colored papers, clever place cards, rich confetti, and streamers guaranteed to form entangling alliances, were Dennison's seasonal stock-in-trade. How to bring together the starving and the plenty was the problem.

Hallowe'en

That's the night for a party!

A NIGHT when mystic spirits are abroad; a night when solemn owls stare and radiant jack o lanterns peep from windows—

That's the night for a party!-

THE BOGIE BOOK

And for a *gayer* party, the Dennison Bogie Book! Thirteenth edition just published From it you will discover how to decorate with streamers and bright festoons, how to make appropriate costumes of black and orange crepe paper, how to make fascinating table favors how to trim the table in Hallowe'en attire even the refreshments that are most in keeping

But there is more too You will want to know about invitations and prizes You will be anxious to know the games that never fail to thrill—and new ones also You will want some weird and haunting ghost stories. All this you *need* for October 31st And it's all in THE BOGIE BOOK

Write for THE BOGIE BOOK

Stationers, dept stores and many druggists have The Bogie Book and Dennison Hallowe'en goods or clip the coupon for a copy of the book that costs but ten cents. It's just the thing for anyone who is entertaining on Hallowe en, at Harvest time or Thanksgiving Get the 1925 copy now

DENNISON'S, Dept. 15-L
Framingham, Mass.

Enclosed find 10 cents for my 1925 copy of THE BOGIE BOOK.

Name .....
(Write plainly)

Address .....

.....

WHAT Dennison's NEXT

HOW TO SELL 5,215 CATALOGUES AT 10 CENTS

The enormous number of low priced items rendered orthodox advertising methods awkward. There were enough different products to fill a catalogue.

A catalogue! That was it! But a catalogue that would sell its contents. A catalogue that would tell all the glorious uses the contents could be put to. A catalogue so helpful that people would pay good money for it.

To complete the magic picture the advertising genii called this "catalogue," "The Bogie Book."

Just before the pumpkins ripened, Dennison's whispered the story of "The Bogie Book" to our waiting maidens.

A modern Aladdin's Lamp! Two millions of circulation were gently rubbed. 5,215 dimes rushed in to make obeisance! At this, the first stroke of the campaign, 5,215 fluttering hearts opened generous purse strings to pour gold at the Hallowe'en wizard's feet!

* * *

ECONOMICS: Interest in Hallowe'en parties.

MERCHANDISING: "Bogie Book" tells how.

PSYCHOLOGY: Be a perfect hostess.

RHETORIC: Expository, feminine, specific.

ART: Bisymmetric layout. Line illustration. Reverse plate logotype.

FACTS AND FIGURES

Product: Novelties Catalogue
Price: 10 Cents
Space: 100 Lines
Medium: True Story
Circulation: 1,725,000
Cost: $900
Sales: 5,215
Author: Barton, Durstine & Osborn

CASE 3 L

Clever Copy Appeal Peps Up Department Store Sales 20 to 25 Percent

George Washington Has a Lesson for Admen

THERE is a primary merchandising truth, which, if known to all advertising men, would result in more intelligent, more profitable campaigns. The truth follows:

Two factors govern the desirability of all merchandise: (1) *Value.* (2) *Price.*

The sales appeal eulogizing value and ignoring price, is incomplete. So with the advertisement flaunting price and glossing over value.

An understanding of value may interest the consumer; but a knowledge of price is necessary to stir her to action.

"98c" set in Cooper black, on the other hand, is just so much arithmetic without an accompanying standard of value.

Study the sins! Manufacturers' ads talk value; disdainfully consign price to the grubby retailer's initiative. While the average department store, with the pride of an esoteric merchandising knowledge, fills white space with 72-point numerals!

Casting about for a way to sell the annual collection of odds and ends that an army of heartless buyers had listed with him, the Advertising Manager of the Hecht Company, leading Washington, D. C., department store, recalled that many a retail advertising expert had decried these universal tendencies to shout, scream, shriek "*Price*," with hardly a pretense at establishing standards of value.

"Women are fed up on these 'Cut Prices,' 'Bargain Sale,' 'Sweeping Reductions' generalizations. It's pretty hard to play a price tune that's not more familiar than 'Old Black Joe.' If we can get a new twist to *Value*, there should be a new interest and a new response to our copy on this miscellaneous merchandise."

His eye stopped at a picture on the calendar on his desk. It was in the little square marked February 22, and the image was of no less a personage than George Washington, himself.

Confession is Good for this Sale

If George Washington, among his many other talents, had been an advertising writer, he might have written just such a page as this, especially if in his day (as in this) department store buyers had their bad days, as well as their good. . . . On February 22d, last year, we ran an advertisement similar to this, and we said "there's going to be another advertisement like this next Washington's Birthday." . . . Well, here it is. An accumulation of what nots that never should have been, and the plain, unadulterated truth about them, though it hurts. Yes, there'll be another advertisement like this next Washington's Birthday.

TRUTH ABOUT WOMEN'S APPAREL

Wayne Blanchett 31

Kiss Petticoats 39c

TRUTH ABOUT LINGERIE AND ROBES

TRUTH ABOUT WOMEN'S SHOES

TRUTH ABOUT LUGGAGE AND SPORT WEAR

TRUTH FROM MILLINERY

TRUTH ABOUT CORSETS.

THE TRUTH ABOUT HANDKERCHIEFS

TRUTH ABOUT WOMEN'S HOSE

TRUTH ABOUT MEN'S CLOTHING

TRUTH ABOUT MEN'S FURNISHINGS

TRUTH ABOUT BOYS' CLOTHING

TRUTH ABOUT GIRLS' AND JUNIOR-MISSES' WEAR

TRUTH ABOUT TOYS APPAREL

TRUTH ABOUT CHILDREN'S SHOES

TRUTH ABOUT MEN'S SHOES

TRUTH ABOUT STATIONERY, ETC.

TRUTH ABOUT WOMEN'S GLOVES

TRUTH ABOUT TOILET GOODS

TRUTH ABOUT ART NEEDLEWORK

TRUTH ABOUT MUSIC ITEMS

TRUTH ABOUT FURNITURE

TRUTH ABOUT LAMPS

TRUTH ABOUT HOME APPLIANCES

TRUTH ABOUT YARD GOODS

THE HECHT CO-F STREET

Washington's Most Beautiful Department Store

THE LIMITATIONS OF SPACE SUGGEST YOUR BRINGING A READING GLASS TO BEAR ON THIS COPY. YOUR SLIGHTEST INTEREST IN SOPHISTICATED PEN PUSHING DEMANDS IT!

The very idea!

Here was a way to talk value that would bring the crowds running.

"I did it with my little hatchet.". . . Georgie always told the truth. . . . The Hecht ad would tell the truth! What a pretty story that would be!

Enthusiastic, the Advertising Manager spun his headline: "The Truth—Though It Hurts." Then a strange department story copy lead: "Salesmanship—what crimes are committed in thy name! No one knows this better than a store buyer, and once out of so and so many times he tumbles for the caressing arguments of an overstocked manufacturer, with the result that merchandise bought to sell outlives its welcome and stays with us so long that we learn to call it by its first name. And so, on Washington's Birthday, what could be more fitting than that we group these stubborn items and tell you the blatant facts about them, leaving you to decide (now that you know their unhappy past) whether you can use them. Tomorrow, should we sell everything mentioned in these seven columns, the profit therefrom would hardly be sufficient to keep a bobbed-haired flapper in hairpins for twenty-four hours."

Each group of items was listed with a good humored candor of which G. W., himself, would have been proud to acknowledge paternity.

The ad ran February 22. February 23 saw the Hecht Company's sales jump 25 percent!

That was in 1926.

In 1927 the stunt was repeated. With the equally arresting headline: "Confession Is Good for This Sale." Again, sales jumped. This time, some 20 percent!

Once more, in 1928, this original presentation of value in the annual clearance was used. The headline was: "This Is the Truth—So Help Us, George Washington!" An introduction similar to those of 1926 and 1927 led into such choice morsels as these:

"Knitted Ties in patterns that may make you feel slightly cockeyed. 2 of them that we tried to sell for $2.50. Now . . . . 95c."

"15 Pairs Dark Brown Spats. Nicely faded so no one will know you've just bought them. Originally $2.50. . . . 49c."

"$14.95 golden oak chest of drawers—nobody wants golden oak, but you can easily paint it . . . . $7.49."

They read. They came. They saw. They bought. On February 23, 1928, the Hecht Company's sales again jumped another full 25 percent!

* * *

ECONOMICS: Women always looking for bargains.
MERCHANDISING: Annual reductions.
PSYCHOLOGY: Flattery of the prospect by candor.
RHETORIC: Simple; brief; descriptive; humorous.
ART: Solid merchandise eight columns of agate type.

FACTS AND FIGURES

Product: Department Store Merchandise
Sales: 25 percent increase
Prices: 5 cents to $249
Author: George I. Snowden
Media: Washington newspapers

CASE 4 L

Shoe Shop Novelty Collects 960 Dollar Bills

Full Page Returns 4 Times Its Cost

KNOW that those twinkling toes you glimpse behind the rising curtain at the Ziegfeld Follies, are encased in Barney's footwear. Or, if you prefer the Music Box Revue—or practically any other show—the same truth holds good.

And if you are in the stage door neighborhood after eleven by the clock, you will note those same engaging toes emerge—this time in street footwear—but still sailing under the Barney colors.

Barney's probably makes more footwear—stage and street—for "the profession" than all other manufacturers put together.

To stimulate his mail sales, a toe dancing device was secured as a novelty. Although highly meritorious in itself, this device was looked upon mainly as a means of creating a brief sensation, of bringing Barney's name strongly to the attention of the "professional" world at large, and of making new customers for the regular line of Barney's shoes, in particular.

The device had a story; a tempting story. It had come from the Imperial Russian Ballet! The secret of that famous organization's success was simply this device! All the romance and intrigues of European court life were here. What an advertising story!

But, opposed the other argument, what the device *did* was even more sensational and of far more immediate interest.

In executive conferences the question raged. Eventually, the second argument won.

A "doing" advertisement was planned, written, and placed. Nearly a thousand coupons with dollar bills attached were returned!

The campaign that followed immediately was based on this key advertisement. And the returns from it have not only stimulated Barney's regular business tremendously—but have made a small fortune in direct profits from the novelty itself!

To-day, Barney's dancing device is accepted as "standard equipment" wherever toe dancers tap their way across the footlights.

FOUR TIMES ITS COST RETURNED "PINNED TO THE COUPON"

ECONOMICS: Great interest in toe dancing. Knowledge that expertness takes many weary years of practice—that even the experts become easily tired. Average student of dancing in moderate financial circumstances.

MERCHANDISING: Magical toe dancing device at a reasonable price.

PSYCHOLOGY: Better toe dancing now available to all.

RHETORIC: Expository. Short, newsy sentences.

ART: Photos of famous users. Solid editorial style layout.

FACTS AND FIGURES

Product: Toe Dancing Device
Price: $1
Space: 1 page
Medium: The Dance
Circulation: 50,000
Cost: $200
Sales: 960
Author: Advertising Service Bureau, Macfadden Publications Inc.

CASE 5 L

Sporting Goods Advertisement Gets 100 Distributors

Sometimes, the Expense of High Pressure Salesmanship Is Hardly Necessary

"NOW," quoth the Coach, "just because you get that red, red robin' a bob, bob, bobbin in fine shape down the court doesn't mean that you can wire home to mother that you've made another basket! You've got to keep on top of that ball and see that it doesn't get away from you. Remember, you can't trust that pesky, fat lacing."

Similar sentiments have been echoed each Fall, with similar eloquence to basketball and football rookies.

The truth is that many a lace once tied up victory for the other fellow!

Just in time for the seasonal frays came Wilson's solution for the lace problem.

A basketball with laces hidden under leathern flaps.

A football *ready laced*—neat, expert, dependable.

Each had been perfected—like all Wilson sporting goods—under the direction of a famous coach.

Each had been officially endorsed by the country's leading schools and colleges.

Merchandising—advertising—here was the next step.

"We must reach a strictly class market" argued the Wilson ad counsellor. "They are all intensely interested in any new sporting features. Our advertising, therefore, need expend no costly effort on securing interest, desire. The mere winning of attention will lead to action."

Thus the copy telling the world about these Wilson achievements did just that. No persuasive rhetoric was enlisted. Four colors grabbed the reader's attention. Detailed illustration, description, endorsements of the balls told the story.

From this first advertisement in a "consumer" weekly, in addition

THE
MIRACLE BALLS
OF SPORT
Over ten years ago, Wilson invented and perfected the patented double lining—the first notable improvement in inflated balls in forty years.
Then, a little over a year ago, came even more startling improvements from the Wilson factory—VALVE INFLATION, the Rockne DOUBLE-LACED Foot Ball and the Meanwell HIDDEN LACE Basket Ball.
These revolutionary Wilson developments have made obsolete the old stem bladder types of balls with their awkward bulges and have raised the games of Football and Basketball to higher standards.
The Big 10 has ruled that all Basket Balls used in future games must be fabric lined with hidden or concealed lacing and valve type and must be blown to a standard air pressure of 13 pounds. Conferences everywhere are adopting similar rulings.
The Wilson "Hidden Lace" Official Intercollegiate Basket Ball was originated and perfected under the direction of Dr. Walter E. Meanwell, Wisconsin's famous Coach. Smooth, continuously spherical surface (no rawhide lacing bulge) and perfect balance feature insure greatest accuracy of dribble and of shot. Livelier. Round and stays round. Ready laced. Inflates through valve like an auto tire. Used and endorsed by foremost schools and colleges.
Knute K Rockne
Because of their superiority Wilson-Meanwell Official Basket Balls were officially adopted and used exclusively in the following important championships last season:
National Interscholastic
National A. A. U.
Central A. A. F.
Indiana Interscholastic
California Interscholastic
Oregon Interscholastic
Washington Interscholastic
Montana Interscholastic
North Carolina Interscholastic
Wisconsin Interscholastic
North Dakota Interscholastic
South Dakota Interscholastic
Nebraska Interscholastic
Kansas Collegiate Conference
South Carolina Interscholastic
Idaho Interscholastic
Florida Interscholastic
The new Wilson "Rockne Double Laced" Official Intercollegiate Foot Ball, perfected under the direction of the famous Notre Dame Coach, Knute K. Rockne, is perfectly shaped, balanced and lively. These qualities insure truer drop-kicks, more accurate passes, longer punts and fewer fumbles. Ready laced—no lacing worries. Valve permits immediate inflation or deflation and standard pressure. "The Perfect Foot Ball" say leading Coaches and Players.
Ask your dealer.
Seamless
All Official Wilson Foot Balls and Basket Balls are equipped with SEAMLESS patented valve type pure gum bladders made by the Seamless Rubber Co. of New Haven, Conn.
The patented Seamless method of vulcanizing the valve into the rubber is only one of the many exclusive and easily proved advantages of the Seamless bladders.
Of all the materials which enter into the making of Official inflated balls leather is the most important. Only the finest GUNNISON tanned cowhide by the Gunnison Brothers, Inc., Girard, Pa. can meet the requirements so necessary to the super-performance of these championship balls.
You can test the air pressure with a Wilson Ball Gauge any time. No more guess work. Every game can be played with a Wilson Ball of exactly the same pressure and rebound. Think what this uniformity with standard air pressure means to your team.
WILSON-WESTERN SPORTING GOODS CO.
General Offices: 2037 Powell Avenue
NEW YORK CHICAGO SAN FRANCISCO
Wilson
ATHLETIC EQUIPMENT

THE ORIGINAL WAS IN 4 COLORS

to several hundred consumer inquiries, over a hundred dealers signified their interest in stocking the balls.

Repeated to a direct mail dealer's list, this one ad completely oversold the two items!

ECONOMICS: Sports enjoy high interest.

MERCHANDISING: New feature.

PSYCHOLOGY: Big sales (little emphasized).

RHETORIC: Descriptive.

ART: Sensational layout; 4-color photographs of products and halftones of endorsees.

FACTS AND FIGURES

Product: Basketball and Football
Space: 1 Page (4 colors)
Medium: Liberty
Circulation: 1,172,616
Cost: $5,000
Inquiries: 100 Dealers

CASE 6 L

$3,700 Municipal Series Lures 100,000 Visitors

Hints for the Psychologically Minded Who Would Sell Fur Scarves at the Equator

YOU'RE back now. But it wasn't very long ago that you were asking your wife: "Where shall we go this summer?"

A great indoor sport around May and June—this weighty decision on resorts. If all the energy expended on argument could be harnessed for useful purposes, you would see sticky little gobs of horsepower tumbling out of every lighted window on the street, and hastening away to the great power plant that would light the nation's lamps, warm the nation's homes, and turn the nation's wheels.

But while the cartoon strips jest about the mountain-seashore tug of war, there seems to exist one point upon which even husbands and wives always agree:

Go Where It's Cool.

Shall it be old Quebec, where the St. Lawrence only turns from ice to icy blue?

Shall it be Cape Cod, where salt winds bend the willows?

Shall it be Yosemite, where redwoods have repulsed the hot sun for ten thousand years?

The South? You're joking. Come around again after New Year's Eve. We're looking for a *summer* resort.

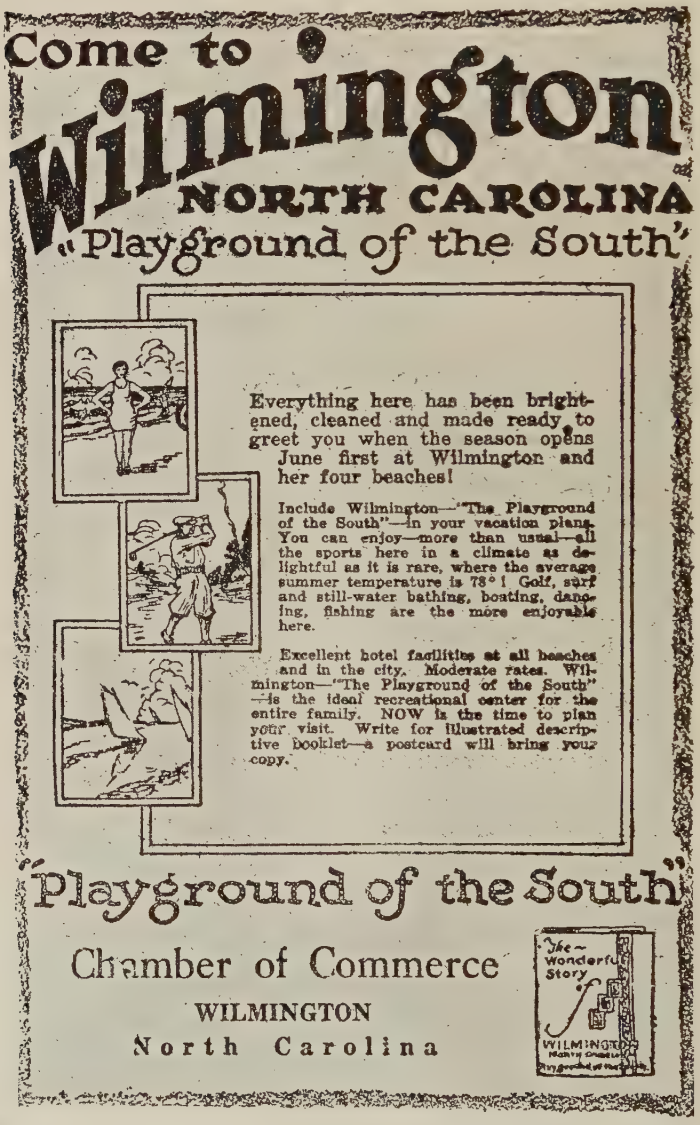
But, here, in the South, *is* a summer resort, insisted the city commissioners of Wilmington, North Carolina.

Here is the blue St. Lawrence—become the glorious blue ocean.

Here are Cape Cod's salt winds—and all the winds that dwell on the sea.

Here are Yosemite's shadows—in the most famous pine belt in America.

The South, in Wilmington gives you golf and hiking in cool forests, swimming and sailing at four beaches. The average summer temperature is only 78 degrees. Thousands already come here for the summer. To Wilmington. To the South.


Come to
Wilmington
NORTH CAROLINA
"Playground of the South"
Everything here has been brightened, cleaned and made ready to greet you when the season opens June first at Wilmington and her four beaches!
Include Wilmington—"The Playground of the South"—in your vacation plans. You can enjoy—more than usual—all the sports here in a climate as delightful as it is rare, where the average summer temperature is 78° ! Golf, surf and still-water bathing, boating, dancing, fishing are the more enjoyable here.
Excellent hotel facilities at all beaches and in the city. Moderate rates. Wilmington—"The Playground of the South"—is the ideal recreational center for the entire family. NOW is the time to plan your visit. Write for illustrated descriptive booklet—a postcard will bring your copy.
"Playground of the South"
Chamber of Commerce
WILMINGTON
North Carolina
The Wonderful Story of
WILMINGTO

A SAMPLE OF THE MAGAZINE AND NEWSPAPER CAMPAIGN THAT BROUGHT 2,600 DIRECT INQUIRIES

"Go tell the world," commanded the commissioners of the local advertising agency. "Tell them what we have; they'll come; who could resist?"

"Yes," thought a copy writer to himself, "tell about Niagara on the Sahara; offer a rose covered cottage at the North Pole. Tell the world about the South in the good old summertime. Nothing to it!"

Easy? Not so very!

If this advertising campaign were to uphold the reputation for results founded by its brothers in California, Arizona, Seattle, and Hawaii, it would have to do more than print a list of advantages. It would have to be planned as a procedure of very definite steps designed to accomplish a very definite reaction.

The local agency on the job recognized their problem as having two separate and distinct divisions:

1. The munitions of war (the copy).
2. The strategy of attack (the plan).

What do people want, when they leave bed and board for strange lands? asked the analytical ad man.

They want to play.

Well then, let's not hop from pillar to post with the brilliant ideas of friends and relatives anent, "Why don't you run an ad on the climate?" . . . "Here's an idea for an ad: tell about the beaches" . . . . "How about running an ad on that new golf course?" . . .

Wait. These ideas are good. But they should be made subservient to a main copy theme that will appear again and again. A copy theme that will, every time, sum up all of Wilmington's sales points. A copy theme that will constantly identify Wilmington with the reason why families leave home.

They want to play? Well, we'll call Wilmington the "Playground of the South."

That slogan was hand-lettered as an integral part of the Wilmington signature slug. It appeared in every advertisement.

Then, in the box below, each time, appeared copy making use of all the ideas as to *why* Wilmington was the Playground of the South.

The strategy of attack was equally sound.

Instead of bellowing loudly to the world at large, let us feel our

way ahead gradually, geographically, reasoned the agency. Let us extend our influence by degrees of mileage. Let us first sell our neighbors, whose word of mouth advertising will supplement, on the spot, our ever increasing list of publications.

The first "playground" lures offered mainly in the surrounding states brought 2,600 inquiries by mail. And 100,000 extra visitors who decided to try the South in Wilmington for their summer vacations!

* * *

ECONOMICS: People usually go North on vacation.

MERCHANDISING: Wilmington is cool.

PSYCHOLOGY: Play, here.

RHETORIC: Generous word imagery.

ART: Characteristic logotype, slogan, and border throughout series.

FACTS AND FIGURES

Product: Community

Space: 170 Lines Series

Media: Outlook Magazine, National Geographic, Carolina Motorist, Knoxville, Tenn., Journal, Greensboro News, Chattanooga, Tenn., Times, Charlotte Observer, Augusta Chronicle, Atlanta Journal, Review of Reviews, Where-to-go Bureau, New York Sun, Asheville Citizen, Memphis Commercial Appeal, Durham Herald, Birmingham News, Raleigh News and Observer

Cost: $3,700

Inquiries: 2,600

Visitors: 100,000

Author: E. G. Stellings Co., Inc.

CASE 7 L

$445 Newspaper Space Sells $30,000 in Tombstones

Department Store "Sale" Copy, Unusually Applied, Disposes of One More Imaginary Barrier

"BUT you take *my* business now—it's different."

This remark heads the list of familiar quotations in every advertising man's mental catalogue.

Following this statement, insult is usually added to injury by reference to the advertising business as a "game," of whose mysteries the manufacturer modestly admits he knows nothing. Ignorance will not prevent his being extremely hard to please, however, chiefly because he feels that standard advertising methods are inapplicable to his proposition—it's so very, very different!

Once upon a time, all businesses were "different" when it came to advertising. Those that did not think advertising unethical, considered it possible only for others. One by one, however, they fell in line—banks and trust companies, churches, professional men. Nowadays it is hard to think of anything that isn't advertised, especially since the cigarette manufacturers have broken down a final barrier by using testimonials from women smokers.

Not so long ago it might have seemed rather doubtful policy to use department store "sale" advertising to dispose of a retailer's overstock of stone monuments and grave markers. But, why not? These things are costly, with a price range about paralleling that of a good make of piano. A substantial discount off regular prices is well worth the attention of those who are considering such a purchase.

Graham & Crist, Inc., with retail showrooms in three Ohio cities, found it necessary in January of this year to reduce their inventory. Material was on its way from the quarries, new work was under way, and space must be made in the display rooms. For the first time in eleven years prices were reduced to "sale" proportions, 20 percent to 40 percent being deducted from the usual values, and an advertising campaign was planned to acquaint newspaper readers with an unusual opportunity.

The advertising stated very simply the conditions of and reasons for the sale. It featured the fact that reduced prices included lettering and erection, and that delivery was guaranteed by Memorial Day. Halftones of variously priced items on sale were used as illustrations.

It was apparent that insurance agents, trust companies and mausoleum corporations had done pioneering work. No shocked comments were forthcoming—quite the contrary! In less than three weeks, $30,000 worth of monuments were sold.

* * *

ECONOMICS: Desire for impressive memorial stone is matter of family pride with many to whom costliness is deterrent.

MERCHANDISING: Goods sold at discount to reduce inventory.

PSYCHOLOGY: Stone in keeping with family dignity now possible.

RHETORIC: Descriptive, dignified.

ART: Halftone ilustrations of typical "bargains". Decorative border in harmony with theme.

Stock Reduction Sale of
MONUMENTS
and MARKERS
$125,000 Stock Offered at Price Reductions Ranging From 20% to 40%
Selections Include 175 Monuments and 300 Single and Double Markers of Modern Design in Finest Marble and Granite
$775
Prices Include Lettering and Erection
Delivery Guaranteed By Memorial Day
$450
The Usual Graham and Crist Guarantee of First Quality and Perfect Workmanship Accompanies Each Memorial
$750
$75
Graham & Crist, Inc.
Work every grave
ALLIANCE
SALEM
EAST LIVERPOOL

CAN $30,000 IN SALES FROM A $445 INVESTMENT BE CALLED AN "ECONOMIC WASTE?"

FACTS AND FIGURES

Product: Monuments
Price: $37.50 to $775
Space: Total of 454 Inches
Media: Alliance (Ohio) Review, Salem News, East Liverpool Review-Tribune
Circulation: 26,098
Cost: $444.92
Sales: $30,000
Author: C. E. DeGraw

CASE 8 L

802 Golf Circulars Requested at Ten Cents

Follow-Up Proves Good Dealer Material

THE public park posts "No Dogs Allowed" signs. It's about time that private country clubs posted "No Children Allowed" signs. Dogs is dogs, but any knicker-sporter knows that the atmosphere of the average golf links is a menace to minors' morals!

Particularly on the green. If you're a "gowfer" you know! Par is 4. You land on the velvet in 2. The hat band tightens; then you fumble for the elusive cup with an additional quarter!

Putting! What profanity has been committed in thy name! So eulogized the makers of the Kumbak Putting Green. You've probably seen it by now; a little dust-pan-like tray that transforms the parlor into a sure-nuff putting green. A fascinating guide to control of club and temper.

The Kumbak can be a great force in making the golf course safe for a nursery, considered the manufacturers. What golfer would not give his Fair Isle stockings for fewer strokes on the green? But how are we going to announce the Messiah? And how are we going to enlist the layman dealer on our side?

The consulting advertising agency rejected the obvious idea of newspaper campaigns and localized dealer bombardments as too expensive. Neither was selling by mail considered desirable from the standpoint of profitable eventualities. Then an idea was born. The agency hastened to present it to the Kumbak people.

We will have a wonderful Kumbak catalogue prepared, they began. We will make the subject matter discuss the art of putting. We will call this catalogue "Putting, by The World's Champion Putter." And we'll charge a dime for it!

These catalogue inquiries will be red hot prospects for the Kumbak. Many of them will order direct by mail. But the main reaction will be far more important!

We'll be able to write to John Smith, sporting goods jobber at Topeka, Indiana, and say—not that there will be a big demand for

How to Become a Good Putter!
A highly interesting and thoroughly practical booklet on correct putting
By FRANK STEWART SMITH, Foremost Putting Authority
Mr. Smith, well-known in the golfing world as maker of "the impossible stymie", explains proper stance, grip and other essential details of good putting, and describes method of practice by which any golfer can improve his putting remarkably. The most complete and practical treatise on putting ever published. Hel
"old-timer" alike. Sen
10¢
POST PAID
FOX MANUFACTURI
4706 North 18th Street ::
Learn to Putt Correctly!
FRANK STEWART SMITH, in his new booklet, "Putting", tells exactly how you can better your score by saving shots on the green. A highly interesting, thoroughly practical treatise on proper putting methods, by "The World's Champion Putter"—the man who made "the impossible stymie" four times out of five attempts.
10¢
POST PAID
Whether you are a beginner or a veteran, this booklet will help you to improve your putting. Send 10c in stamps for your copy
FOX MANUFACTURING CO., 4706 N. 18th St., Phila., Pa.

A 10-CENT BOOKLET MADE THESE INQUIRIES COST 40 CENTS EACH INSTEAD OF 50 CENTS

the Kumbak—but that 50 business men in his trading territory (here are their names) paid 10 cents for information on putting, and have their wallets wide open to buy Kumbaks from his dealers NOW!

We'll write the same story to every jobber in the country. And because we're talking specific figures rather than generalities—facts, rather than claims—distributors will have to stock Kumbaks for the immediate demand.

Clever. The advertiser patted his agent on the back and wished him Godspeed.

So the great catalogue called "Putting, by The World's Champion Putter" was prepared. Then the ads.

The story was simple. So was the copy. Therefore "Learn to be a better putter" was told in 4 ways in 4 adlets scattered through the pages of 4 magazines.

The presses rolled; the mailman delivered.

Shortly, the mailman returned with 802 dimes from men who would pay to learn about the Kumbak Putting Green!

The happy agents are now opening 20 actual Kumbak orders a day. And, although their pressure on the trade has hardly yet been applied, the reaction from those phlegmatic gentlemen is already termed as "excellent."

* * *

ECONOMICS: Every golfer realizes defects of his putting game. Most dealers not interested.

MERCHANDISING: Kumbak improves your putting.

PSYCHOLOGY: Better playing.

RHETORIC: Technical, simple, descriptive (of booklet).

ART: Simple type layout, with booklet displayed.

FACTS AND FIGURES

Product: Booklet on Putting
Price: 10 Cents
Space: ⅛ to ½ Page
Media: American Golfer, Golfer's Magazine, Golf Illustrated, Country Club
Circulation: 61,000
Cost: $420
Inquiries: 802
Author: McLain-Simpers Organization

CASE 9 L

60-Line Jewelry Advertisement Brings in 174 Orders

The Initial Results of This Copy Were Satisfactory Until the "Follow-up" Made Them Seem Only a Beginning

ABOUT three and a half years ago, a woman in Connecticut sat reading, absorbed in the pages of her favorite magazine. Strong men battled for the love of a beautiful girl. Murderous blows were exchanged; the heroine sat helpless, powerless to intervene. At the most exciting moment, on Page 116, came the words, "Continued in our next issue." 'Twas ever thus!

The reader sighed, relaxed and glanced up at a calendar on the wall to figure just how many days she would have to wait for the victor's name. It was the fifteenth of the month. "My check is due to-day," she thought. "It's lucky, because I haven't a cent to call my own."

Brows knitted, she tried to figure out where last month's allowance had gone. A new dress and hat, some linens at that sale—well, that didn't account for all of it. "Wish I could save, but I guess I never will," she said aloud. "I'm too fond of pretty things."

Diamonds—Jewelry—The words on the printed page were attuned with her thoughts. She had often wanted a ring with a really large stone in it, and she had heard people say that diamonds were a good investment, because they were constantly increasing in value. The advertisement said, "Ten months to pay." Why wouldn't that be a good way to save money? . . . The company's name looked familiar, and since they had been established for so many years, they must be reliable. . . . She'd write *now*, before she forgot it!

And so, in company with a number of other readers of that particular publication, she sent for the Sterling Diamond & Watch Company's catalog. Her order, one of 174, resulting from the 60-line advertisement, amounted to $525. The advertiser was well pleased.

But—was the life of the advertisement ended, when those keyed answers ceased coming in? It was very much alive, at last hearing. The company does not report whether 173 of its new customers sent

in repeat orders, but the record of No. 174—our friend of the mysteriously vanishing allowance—was so interesting that, three years later, in 1926, they made it the subject of an enthusiastic letter to the magazine.

"Her first order, of $525, was paid for very promptly, in much less time, in fact, than the alloted ten months. Apparently she was well satisfied with both the merchandise and her new method of saving, for she immediately placed a second order amounting to $1,887.60.

$48
10 MONTHS TO PAY
ONLY $2.00 DOWN
PAY $4.60 EACH MONTH
7 DIAMONDS SET IN SOLID PLATINUM
30 DAYS TRIAL
Pay only $2.00 deposit to show your good faith, and select the ring you like best. We will deliver it without any delay or red tape. DEALINGS CONFIDENTIAL. IF YOU RETURN IT WITHIN 30 DAYS WE WILL RETURN YOUR MONEY. If you keep it, pay only $4.60 per month for 10 months. Total price only $48.00 for either ring.
FORMER CASH PRICE WAS $75.00
The beautiful, blue-white, perfectly cut, sparkling genuine diamond is set in a popular 18 karat solid white gold ring and equals any $75.00 ring. The cluster ring has seven perfectly cut, brilliant, blue-white genuine diamonds, set in solid platinum. The cluster is 1/5 carat size, and looks like a $600.00 solitaire diamond. Order now and save 50%.
WRITE FOR BIG CATALOG No. 647
It brings a large jewelry store right into your home.
STERLING DIAMOND SWITCH CO.
Established 1879 $1,000,000 Stock
63 Park Row—Dept. 647 —New York

THE INITIALLY SUCCESSFUL STYLE HAS BEEN RETAINED OVER A PERIOD OF YEARS

A letter received from her a short time later is interesting because it states her buying motive.

"'Enclosed find my check for $100 as payment on my account. After I pay up this second account, I am getting another perfect diamond to match the ring bought of you. I would like a twin diamond to go with this one I have. It was 2.64 carats and your price was $1,887.60. The reason I put my money in these diamond investments is that I used to spend my pin money and never knew where it went. Now I have something to show for it.'

"The third order was placed as she had promised, and was paid for as promptly as the others. A habit of saving in this way having been formed, she will undoubtedly continue her purchases, after already investing more than $4,000.

Since 1923, the Sterling Diamond & Watch Company has changed its advertising appeal very little. More space is being used, but the underlying idea, as well as the copy itself, remains practically the same.

* * *

ECONOMICS: Jewelry appeals to many who cannot afford to pay cash for it.

MERCHANDISING: Diamonds at bargain prices, with ten months to pay.

PSYCHOLOGY: Look prosperous.

RHETORIC: Sensational, generally descriptive.

ART: Displaying cuts of merchandise with chief selling points.

FACTS AND FIGURES

Product: Jewelry
Space: 60 Lines
Medium: True Story
Circulation: 679,652
Cost: $81
Inquiries: 174
Author: F. A. Northrup

CASE 10 L

$20 Deaf Phone Writes Inquiries at 50 Cents

There Are Times When a Page Full of 6 Point Would Be Sheer Waste

WERE every deaf person gifted with Ernest Elmo Calkins' sense of humor, the deaf phone instrument advertisers' job would be simple, indeed!

Mr. Calkins finds in his affliction a corking good title for a best seller. The average individual, hard of hearing, looks upon his or her trouble as a badge of unholy infamy!

How many times have you talked at length to a new acquaintance, encouraged from chapter to chapter by understanding smiles, only to wind up with the sudden discovery that your audience was quite deaf and had missed at least ninety-seven percent of your dissertation!

Never in a thousand years would that individual have dared to ask you to speak louder, or more distinctly. And as for wearing one of those electrical contraptions on the head—why one would rather die than so blatantly be trade marked!

Those are the kind of people that E. B. Meyrowitz, Inc., has treated for over half a century. In one of their many specialties, the Invisiphone, they have long found a popular item. It brings sound clearly to the most discouraged ears. It needs no particular attention from the wearer. And what is most important, it is practically invisible.

"Here is a leader that can be boldly advertised and sold to deaf people everywhere," figured the Meyrowitz advertising man.

He knew his public.

No time did he waste, therefore, in succumbing to the lure of writing a scholarly little essay on the relief of deafness; nor to the temptation of penning a passionate exhortation on the vicissitudes of unrelieved deafness.

He took a diminutive square of white space: 28 lines.

With modest typographical taste, he told his story in 8 point.

The headline gave the news: Hearing without messy machinery.

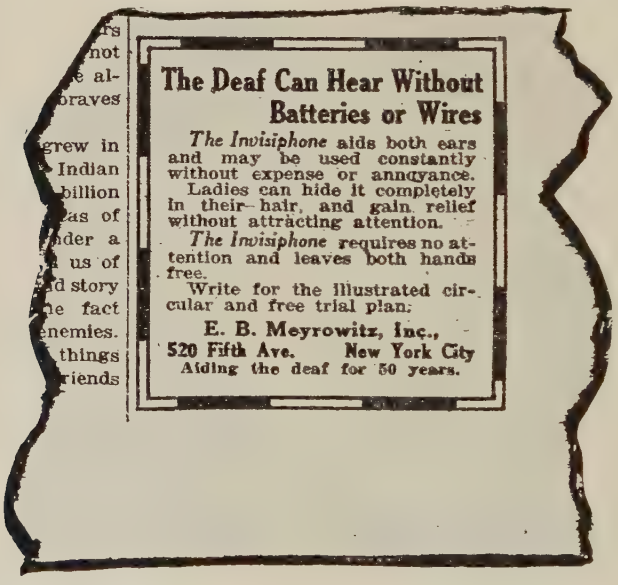
The copy elaborated slightly, describing the instrument in simple, restrained, well bred English.

The illustrated circular gave complete details; would the reader care to send for it?

Sixty-three readers would.

* * *

ECONOMICS: Deaf people are usually very sensitive in connection with their affliction. Instruments that actually relieve the hard of hearing usually are large and conspicuous, necessitate obvious wiring, are operated by heavy, bulky batteries demanding adjustments.


The Deaf Can Hear Without Batteries or Wires
The Invisiphone aids both ears and may be used constantly without expense or annoyance.
Ladies can hide it completely in their hair, and gain relief without attracting attention.
The Invisiphone requires no attention and leaves both hands free.
Write for the illustrated circular and free trial plan.
E. B. Meyrowitz, Inc.,
520 Fifth Ave. New York City
Aiding the deaf for 50 years.

COST $30.80—RETURNED 63 INQUIRIES

MERCHANDISING: Relief without batteries or wires.

PSYCHOLOGY: The joy of hearing again, without anyone being aware of your trouble.

RHETORIC: Simple statements devoid of exhortation or exaggeration.

ART: Solid type within simple border; bisymmetric for dignity.

FACTS AND FIGURES

Product: Invisiphone for Deaf	*Cost*: $30.80
Space: 28 Lines	*Inquiries*: 63
Medium: New York Times	*Author*: W. Stanfield Cooper

CASE 11 L

500 Rings Sold With 7 Line Advertisement

The Idea's The Thing!

THE Ross Radio Ring Company had been offered an importation of cheap finger rings that were complete crystal radio sets, in miniature.

"Can we sell them by mail?" asked the Ross Company.

Seven lines were tried. Not a bold splurge. It necessitated cutting the story down to the barest facts of the case. Literary persuasion had no chance to do its work. The product had to stand or fall upon its own innate appeal.

RADIO RING
Music from your finger! This exquisite gold finished ring with glittering many-facet stones is a *complete* radio set. Guaranteed to bring in locals clearly wherever you are, or *money back*. Mail name and only 50 cents in full payment to Ross Radio Ring Co., P. O. Box 10, Station I, New York City.

500 FIFTY CENT PIECES FROM THIS SPLINTER!

Within a month 500 rings were sold for cash!

* * *

ECONOMICS: Interest in radio. Few novelty sets on market.

MERCHANDISING: A guaranteed novelty set.

PSYCHOLOGY: Pride of a unique possession.

RHETORIC: Expository, simple.

ART: Simple; bold.

FACTS AND FIGURES

Product: Radio Ring
Price: 50 Cents
Space: 7 Lines
Media: True Story Group
Circulation: 2,725,000
Cost: $77
Sales: 500
Author: H. Zuckerman

CASE 12 L

Wig Maker's First Page Brings 500 Direct Orders

Successful Copy Is As Simple As A Successful Merchandising Idea

HARK back to days when you simpered as a petite blond-haired wench at your college play. . . .

Or, perhaps, your particular theatrical memory is checkered with the stove polish shadows of your fraternity's minstrel show. . . .

Regardless of the circumstances, you will recall the dark mustiness of backstage, the sweet-sickly stickiness of grease paint, the frowsy tickle of your hired wig.

Those wigs! There was always a breeze backstage; and the paint came clean out of a jar. But Heaven only knew the conglomerate craniums that had preceded your own locks under the wig!

Waterloo of amateur stage directors! Ingenues who would make their debut before the footlights without previous recourse to a brown bottle; title-rolers who would accept miles and miles of manuscript to memorize without turning an eyebrow; heavies who would embrace reputations that must have made life miserable during the six ensuing weeks; heroes all, until the time came to don a hired wig! Could you blame them for balking?

For many years Rosen & Jacoby, down in New York's lower East Side, had made wigs for famous Hamlets, Ophelias, Siegfrieds and Dying Swans. And for dozens of renting costumers scattered through the Longacre Squares of the nation.

Like many another ambitious firm of entrepreneurs, Rosen & Jacoby wanted more business. They already had more than their share of the professional trade. "Why," they asked themselves, "cannot we get some of the dollars that would otherwise accrue to the renting costumers? Why cannot we make the amateurs who habitually rent their wigs, buy them outright from us?"

Because their prices were extraordinarily low, their questions were reasonable. With the courageous strength of a wine making monk forsaking the cloth to profit from his labors—with the calculating attitude of a throat specialist replacing his shingle with a neon

THIS "PUBLICITY" ADVERTISEMENT HAS ALREADY BROUGHT 500 CASH ORDERS DIRECT. NO CHECK HAS YET BEEN MADE ON THE RESPONSE TO DEALERS

display—the R. & J. Company emerged from their professional reticence and planned an advertising campaign to the theatrical white-hopes of America.

So in agreement with the needs of the market was their merchandising ammunition, that the first ad practically wrote itself. It was inserted in a theatrical magazine known to be read by thousands of dancing students. The headline stated: "Own Your Own Wigs for the Price of Hiring." Seven different types of wigs from their catalogue were depicted. Photographs of famous stars using the R. & J. wigs were reproduced. Brief copy described the wig construction, mentioned the prices. A final paragraph suggested the local costumer as a place where the reader should now *buy* rather than hire.

How many sales were made in this manner have not yet been checked. But more than 500 cash orders were actually received by the company direct from readers of the magazine.

Now, Rosen & Jacoby are full-fledged advertisers, have engaged the services of an advertising agency and are planning an extensive campaign in theatrical publications.

* * *

ECONOMICS: Thousands of amateur players, singers and dancers rent wigs from costumers . . . an unpleasant practice.

MERCHANDISING: Wigs that *cost* no more than ordinary hiring.

PSYCHOLOGY: "Your own personal property—now within your reach."

RHETORIC: Descriptive; brief; deductive in presentation of "merchandising" factor.

ART: Pen and ink drawings of actual wigs offered. Photographs of wigs in use by well-known stars. Bisymmetric arrangement, liberally white-spaced.

FACTS AND FIGURES

Product: Wigs
Price: $1.50 to $12.50
Medium: The Dance
Circulation: 50,000
Sales: 500
Author: Advertising Service Bureau, Macfadden Publications, Inc.

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